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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XV.

NEW YORK, APRIL 22, 1896.

NO. 4.

## Brains Wanted. \*

We wish to purchase for our use in advertising H-O Oatmeal a liberal amount of gray matter and a few touches of imagination working in harmony, so as to produce persuasive ideas, and we wish to purchase these at a reasonable price.

The price of calves' brains is a fixed commodity, but since no precise value has ever been placed upon human intelligence, we have decided to offer over \$1,500 in prizes for the best ideas for advertising H-O in the newspapers, by posters, grocery store signs, street car signs, magazines and general novelties. \$1,500 won't go very far in purchasing the kind of matter we want, but we are in hope that through this means we may strike some one who is having a "clearing out" sale and we may get some good things at "bargain-day" prices.

We have prepared a little booklet for prospective ad-smiths which will give them full particulars and may be had on application by mail to Messrs. Pettingill & Co., New York Office, Mutual Reserve Building.

Competition closes June 15th, '96; prizes will be awarded July 1st, '96.



**The H-O (HORNY'S OATMEAL) Company,**  
NEW YORK CITY.



## Advertisements

inserted in the 1,600 local papers of the Atlantic Coast Lists are read every week by more than one-sixth of all the country readers of the United States.

One order, one electro does the business.



***Atlantic Coast Lists,***

134 LEONARD STREET, - - - NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1895.

Vol. XV.

NEW YORK, APRIL 22, 1896.

No. 4.

## SECOND-CLASS POSTAGE.

By \_\_\_\_\_.

Lying before me on my desk, in singular and suggestive companionship, I find first: An Appeal for co-operation from the Committee on One-Cent Letter Postage appointed by the National Board of Trade, who seem to have secured the introduction of House Bill No. 838, by Mr. Smith of Illinois, and second: A copy of House Bill No. 4566 (familiarly known as the Loud Bill), accompanied by the Report of Hon. Eugene F. Loud, Chairman of the House Committee on the Post-Office and Post-Roads, in favor of the bill.

The former is an effort on the part of the Board of Trade Committee toward securing a *decrease* in the postal rates, while the latter is an argument in favor of a measure intended to secure an *increase* in the Postal revenues. Strangely enough the arguments advanced in favor of each of these inconsistent measures are substantially identical, and are confined almost exclusively to attacks upon the second-class matter rate, and to charges of fraud and bad faith on the part of publishers generally, in the abuse of the privileges accorded to such matter. To him who looks below the surface, both appear to be the emanations of one master mind. That many abuses abound in connection with second-class matter is perhaps true; but that they obtain to the extent charged in these papers is, to say the least, erroneous. In fact, so untrue are many of the statements made in support of these respective proposals, and so unfairly have statistics been juggled with to give color to the alleged necessity for a revision of the postal laws, as to justify the inference that neither measure is framed with due regard to the welfare of the public, but that both are being pressed, whether consciously or unconsciously, in the interests of parties unspecified, if not unknown, who would reap the principal and perhaps the *only* benefit

from the proposed changes. At all events it is patent that neither of these proposed measures has received from its champions the consideration which justice and good judgment dictate.

That the Postal Laws require revision I do not deny; but that revision should be conducted on the lines suggested either by Mr. Loud or by the Board of Trade Committee is open to question.

The proposition of the Board of Trade Committee to reduce the rate of letter postage to one cent per half ounce is most commendable in itself, but it cannot be carried into effect without increasing the rates on other classes of matter. As the weight of the average letter is less than one-half an ounce, the proposed rate is practically a reduction of 50 per cent on first-class matter, and some means of meeting this loss of revenue must be devised. Although Mr. Smith's bill does not provide such a means, the Committee's appeal advocates an advance of rates on second-class matter on practically the same lines as Mr. Loud. In discussing this matter, therefore, it will be necessary only to confine our consideration to the Loud Bill, the objections to that applying with equal force against the position of the Board of Trade Committee.

In his argument in favor of the bill, Mr. Loud, after describing the different classes of mail matter, makes use of the following language:

First-Class Mail matter covers, as you will see, the product of the masses, or so we will term it for the purposes of this argument. Every man, woman and child above the age of six years is directly interested in this class, for it represents their direct taxation for the support of this branch of the public service, and we have oftentimes wondered why a long-suffering people have remained practically silent through all these years, for 60,000,000 people have long been taxed from thirty to forty million dollars a year more than it costs to transmit their mail matter in order that a very small privileged class embracing but a few thousand might be indulged in the luxury of pursuing a legitimate, and, in most cases, a very profitable business.

Your committee do not think they draw

## PRINTERS' INK.

it too strongly when they say that the masses have been deliberately and outrageously robbed to foster, protect and encourage one limited business interest of the country at the expense of the many.

They do not assume that the bill they recommend to you is perfect, far from it; neither does it wholly remedy the existing evil. It is, however, a step in the right direction, and goes as far as they thought prudent at this time.

I think I express the sentiment and views of your Committee on the Post-Office and Post Roads, and know that I express those of the chairman, when I say as a fundamental principle that each class of mail matter should pay the cost of its transmission and handling or else it should be absolutely free. Equal justice to all and special privileges to none, while an old quotation, is equally as true to-day as when first it was uttered, and there is no case where its application is more proper. We are prepared to say, however, that all matter should pay cost of transmission. (The italics are mine).

Before proceeding to review the argument by which Mr. Loud arrives at these conclusions I would direct the attention of every publisher to the words I have italicized. It is evident that, if the proposed measure does not at once meet with united and determined opposition and final defeat, more radical proposals will be submitted to Congress for its approval. What those proposals would be can only be surmised from the articles now before us, but every indication points a determination on the part of Mr. Loud to raise the postal rates on second-class matter to eight cents a pound. It is time for all publishers to awaken.

Mr. Loud seems to be totally ignorant of the object of the second-class rate, and the underlying principles which prompted its adoption. It was neither adopted nor intended to foster, protect and encourage the publishing business. That business is amply able to take care of itself. Its object is to encourage the general diffusion of knowledge and information, and to keep the people of these United States abreast of the times. Our republican form of government, based upon popular suffrage, depends for its success and continuance upon the intelligence and enlightenment of its citizens. To keep the American public in touch with the onward march of progress, to keep them enlightened as to the current events of the day, to keep them alive to their duties and the privileges of citizenship, are the results obtained by the wide circulation of periodical publications. To foster and encourage the general distribution of such literature was the purpose of the framers of the laws gov-

erning this class of matter, and the means adopted was the placing of a low rate of postage on same, so as to enable publishers to place such literature within the reach of the masses and at a price that the masses can pay, in all parts of the United States. That this means has accomplished its end is abundantly proven by the vast number of high grade newspapers and magazines which are to-day put upon the market in this country at prices so low as to excite the astonishment and admiration of the world. The cheap newspaper and cheap magazine of the United States are the wonder of the day.

Who reaps the benefit of these laws, the general public that portion of the public which patronizes such literature, or the publisher? Primarily, the general public whose rights and liberties are protected by the enlightenment of citizens; secondly, the portion of the public which patronizes that class of literature, by the knowledge and information imparted; and thirdly, the publishers whose facilities for conducting business are thereby indirectly enlarged.

Mr. Loud assumes that the publishers pay the postage on this class of matter. This, however, is not true. The postage is paid by the subscriber. The publisher engages in business to make money. In regulating the price of his periodical he reckons the cost of postage the same as any other outlay in connection with its publication and distribution, and figures on getting it back in the price of the periodical. If the rate be raised the price must be raised or the intrinsic value decreased proportionately; an increase in price, or a decrease in the amount of matter. In either event, it is the "long suffering public," not the publishers, on whom the additional "suffering" will be burdened.

It was never intended by our earlier legislators that this class of matter should be required to pay the cost of handling it. In fact, large portions of such matter are now carried post free, and Postmaster-General Bissell, in his report for 1894, states that all could be carried post free if second-class matter be confined to legitimate newspapers and legitimate magazines. If this be true, the loss now sustained by the Post-Office Department in handling same, if there be any loss, cannot be nearly as large as Mr. Loud would make it appear. This will be herein-

after demonstrated. Mr. Loud's platitudes about "a long suffering people" and deliberate and outrageous robbery, are therefore without avail.

To get a proper understanding of the question at issue, it will be necessary to cursorily examine the present postal laws, which divide mail matter into four classes, numerically designated. These may be briefly summarized as follows:

First class: Private and written communications and sealed packages.

Second class: Periodical publications.

Third class: Printed matter, exclusive of periodical publications.

Fourth class: Merchandise.

The rate of postage on each of these classes of matter differs considerably, but this is due mainly to the varying cost of handling same. This fact Mr. Loud totally ignores. He asserts that the average cost of handling each class of matter is about the same, which is palpably and absurdly incorrect, as will hereafter be shown. This assumed fact, however, forms the basis of all his calculations and the premises for all his conclusions. If demonstrated to be false, the calculations must be conceded to be erroneous and the conclusions unsound.

The cost of handling first-class mail matter is largely in excess of that of any other class. The reason is apparent. Stamps must be printed and distributed; each stamp must be canceled; the envelope or package must be postmarked with the date and time of its deposit, and when placed in a branch office in a large city, it is again postmarked with the date and time of its receipt in the General Office; there it is sorted and shipped to the office of delivery, where it is again postmarked; and, if delivered through a branch office, it is stamped the fourth time. Much greater care must be exercised in handling this class of matter than any other. The average weight of letters (which comprise the larger proportion of this class of matter) is probably less than one-half an ounce, or 32 pieces to the pound, while the weight of postal cards is 150 to the pound. In the year ending June 30, 1894, there were 2,852,220,000 pieces of first-class matter mailed, being about 58 per cent of the total number of pieces mailed. To average the cost of handling this class of matter at the same rate per pound as other classes, as Mr.

Loud does, is too absurd for serious consideration.

Second-class matter costs the least to handle. No postage stamps are used on the packages, which are not postmarked. The Department is thus saved the expense of printing, handling and canceling the stamps and postmarking.

This class of matter is deposited by all the larger publishing houses in mail bags, separated into States, cities, counties, etc., and prepared by the publishers for delivery in regular course along postal routes, ready for shipment to its destination. The receiving office simply puts it on the train for shipment, and in some cases this also is done by the publishers. The Department is thus saved the expense of sorting and handling at the office of mailing and railway post-office cars, and bears only the expense of transportation and distribution at the office of delivery. Just what the abused publisher saves to the Post-Office Department by doing this part of its work is largely a matter of conjecture, but it is probably the greater part of the expense involved. During the year ending June 30, 1894, there were 1,429,450,000 pieces of second-class matter mailed, being but 29 per cent of the total number of pieces mailed. Of these, however, only 977,030,000 (or 19 per cent) were mailed at the rate of one cent per pound, the balance being either carried free or at the rate of one cent for each four ounces.

Third-class matter costs the government more than double second-class matter to handle. First: Because stamps have to be furnished and canceled, and the matter has to be handled and sorted at both the office of deposit and the office of distribution. Second: Because it is sent by mail only in small packages, or to places so remote from railroad stations that the express companies do not reach them. Express companies carry this class of matter to practically all their delivering points, under a special "printed matter" rate at two cents per package less than the mail rate. This rate is advertised by the express companies as follows:

Prepaid Rates for Manufacturers, Publishers and Dealers.

To Railroad Points only within the United States and Canada.

10 cents for each  $1\frac{1}{2}$  pounds or less, and for single packages exceeding  $1\frac{1}{2}$  pounds, one cent for each additional two ounces or frac-

tion thereof, unless the graduated rate is less.

Under it are carried all kinds of matter designated as third-class by the postal laws.

One and one-half pounds equal 24 ounces, and the third-class mail rate on a package of that weight is 12 cents, or two cents more than the express rate. As increased weight is assessed at one cent for each two ounces, consequently the express rate remains uniformly two cents per package less than the mail rate, and it would seem that this "printed matter" rate was adopted for the purpose of securing to the express companies all the profitable handling of matter which would otherwise be forwarded by mail. In a majority of instances, especially to near points, the regular graduated express rate is cheaper than this. In addition, they give lower special rates for the transportation of advertising matter, which range from one-half a cent per pound upwards. Under these circumstances it will be readily seen how it comes that the post-office carries only packages costing less than 10 cents, or destined for delivery at points most remote or not reached by the express companies. Presumptively these packages are carried at a loss, as otherwise the express companies would adopt a rate for transportation lower than the mail rate. This rate is not the result of competition among the express companies, but, on the contrary, was fixed by a combination or "pool" agreement among them. For the year ending June 30, 1894, 589,180,000 pieces of third-class matter were mailed, being about 12 per cent of the total number mailed. If the Loud Bill becomes a law, all the matter transferred from the second to the third class, which can be profitably handled, will thenceforth be carried by the express companies. *And this seems to be the main object of the bill.*

Fourth-class matter costs more than third-class matter to handle. The same principles which govern third-class matter apply to this class, but with greater force. For the rate being higher, the post-office is used as a forwarder only for very small packages or to most remote points. During the year ending June, 1894, only 48,240,000 pieces, about one per cent of the total number mailed, were of the fourth class.

The plan pursued by Mr. Loud, fol-

lowing that of Mr. Postmaster-General Bissell, of dividing the cost of carrying all the mail by the number of pounds of mail carried, and averaging the cost per pound, is therefore fallacious and misleading, and involves a violent abuse of statistics. The fallacy of estimating the average cost on the basis of weight alone must be patent to the veriest tyro. Most effectually does this appear when we take into consideration that one class of matter (postal cards) is limited in weight to a minimum of 150 to the pound, and the average weight of the periodicals admitted to second-class matter is over four ounces each. What reasonable being believes that 150 postal cards are carried as cheaply to as many different destinations as 4 periodicals?

There is attached to the handling of each piece of mail, regardless of its weight, a separate and distinct expense. As already shown, this varies according to the methods adopted for handling each class of matter. An idea of how great an expense is attached to the handling of each separate package is given in the fact that express companies ordinarily will not carry any package, however small, for less than 25 cents, even when the rate is 40 cents per hundred pounds. A forced exception to this rule is made in carrying "printed matter," the minimum rate on which is 10 cents. The cost of handling first-class matter is shown to be greatly in excess of that of the others, and as the number of pieces of that class mailed constitute 58 per cent of the total number, it is plain that by far the greater proportion of this expense is chargeable against that class of matter. As at least one-half of the handling of second-class matter is done by the publishers themselves, it also must be evident that only a very limited percentage of that expense is chargeable to second-class matter.

As to transportation, it is difficult to say upon what exact basis the Post-Office Department makes its contracts. One thing, however, is certain, and that is the rate of compensation to railroads and star routes is not figured upon the basis of weight. Special cars and special facilities play no unimportant part therein. The cars, stages, etc., cost the Department so much per year for their use, and as far as cost of transportation is concerned it makes no difference whether they

carry one ounce or one hundred pounds. Another thing equally certain is that a very large percentage of the expense of transportation is incurred in reaching points not contiguous to railroad stations. As already shown, these are the points toward which the third and fourth classes naturally gravitate, for the reason that the express companies get nearly all the packages going to railroad stations. These important elements were left wholly out of consideration by Mr. Loud in reaching the preposterous conclusion that two-thirds of the cost of carrying the mail is chargeable to second-class matter, and completely vitiate his reasoning thereon.

To further demonstrate the absurdity of Mr. Loud's position in averaging the cost of carrying the mails at \$1½ cents per pound, it is only necessary to point out the fact that from June 30, 1893, to June 30, 1894, there was an increase of 43,000,000 pounds in the amount of second-class matter carried. Under his methods of computing the expense, this would have cost the Department for transportation alone the sum of \$3,655,000. Yet the total increase for transportation and mail service in general, as shown by the report of the Second Assistant Postmaster-General, for the same year, was only \$1,777,362.22. This increase covered the cost of securing 766 new routes, representing an increase of 913.37 miles, with an actual increase in the distance traveled of 15,310,780.61 miles, and included the salaries of Railway Post-Office clerks, "necessary and special facilities," and mail equipments. The average cost of carrying mail matter per mile for the year was 11.43 cents. At that rate the increased facilities secured by this additional route service are worth \$1,750,022.21.

This suggests the following query : If the increased expense for transportation and mail service generally cost \$1,777,352.22 and the increased facilities thereby secured are valued at \$1,750,022.21, how much did it actually cost the Department to carry the 43,000,000 additional pounds of second-class matter? An attempt to answer this query may induce Mr. Loud to change his method of calculation, and may teach him a simple truth which is recognized by every drayman. Even the most ignorant carrier well knows that if he is carting a load in a given direction it costs him nothing (wear,

tear and labor excepted) to carry an additional box or two, if he have room for them on the wagon, and the payment received for carrying them is like so much money found. What is true of the drayman is equally true of the Post-Office. Increased bulk does not mean proportionate increased cost.

In citing statistics, I have made use of those appearing in the Report of the Postmaster-General for 1894, as this report was specially prepared with a view of exposing the abuses in second-class matter, and as it has been cited so approvingly by Mr. Loud himself.

Now let us examine some of the objections which are urged against the provisions of the present law affecting second-class matter. These are classed by Mr. Loud as "abuses." To remedy these abuses he proposes to abolish the use. True, his present proposed bill does not aim to entirely abolish second-class rates, but the sentiments expressed in his arguments leave no room for doubt as to his ultimate object in this regard ; in fact, he seems to doubt the wisdom of having a Governmental Post-Office system at all. He says :

The Post-Office Department is an accommodation to the great mass of people, but not an absolute necessity; private means could as well or better be adapted to the transmission of our mails, and, in the opinion of the writer of this report—and opinion is formed after many years of practical and theoretical experience in postal affairs—could be so done much more cheaply, with quicker dispatch and better satisfaction to the people. \* \* \*

Still, there is not a sane business man in the country who has given the matter any thought, but what knows that the Post-Office Department could be operated by private individuals on our present appropriation, and return a net profit of from \$30,000,000 to \$40,000,000 per year.

If Mr. Loud means that private individuals could conduct the Post-Office Department at present postal rates and return a net profit of from \$30,000,000 to \$40,000,000 per year he confesses to a gross inefficiency and, I might say, criminal negligence on the part of the administration, and if such be his meaning, it is respectfully submitted that his time would be more profitably employed and his efforts more commendably directed in remedying this evil than in juggling with postal statistics.

Private individuals would aim to do what Mr. Loud claims the Post-Office should do—make each branch pay for itself—and under such a plan, or private control, communication with all

the smaller places would be entirely cut off, or conducted only at outrageously high rates, and free deliveries in smaller cities would be wholly abolished. If the same policy were pursued under Governmental control, the Department could not alone be made self-supporting, but could be made to yield an immense profit. The advantage of communication with sparsely-settled villages, making the nation of one flesh and blood, which a progressive spirit has given us, is what makes the conduct of the Post-Office so expensive; but this outlay is so infinitesimal in comparison with the benefits secured that the American people would be loath to see them abolished.

It may be true also that considerable extravagance obtains in the conduct of the Department; but this could be greatly minimized, by an efficient administration.

There is one feature of Mr. Loud's bill which merits more than passing notice. It provides "that news agents shall not be allowed to return to news agents or publishers at the pound rates unsold periodical publications, but shall pay postage on the same at the rate of one cent for four ounces."

Under the present laws, news agents are permitted to return to news agents, *but not to publishers*, unsold copies at pound rates. This privilege is practically a monopoly granted to the news companies, and gives them control of the entire output to dealers of returnable publications, which includes many of the most reputable magazines. News agents can deal with publishers directly only at a cost for return postage four times as great as that required when dealing with a news company. At the present low prices of legitimate periodicals, and the consequent small margin of profit thereon, this provision acts practically as a prohibition to direct dealing with publishers, and the news-dealers are forced by this unfair advantage to deal with the news companies. Mr. Loud's proposed amendment would either entirely destroy this return privilege, or compel the publishers to readjust the prices of their periodicals. As an illustration of how this would operate, it is only necessary to refer to ten-cent magazines. The margin of profit on them to the news agent cannot exceed three cents. As they weigh on an average, over one-half a pound each, it will be seen that the postage at the increased rate for return-

ing would be three cents, an amount equal to the rate of profit. The return privilege is conducive to the more general distribution of legitimate periodicals, and if their distribution is to be encouraged, as is the plain intention of the law, it is respectfully submitted that Mr. Loud's amendment should not prevail, but that the law should be so amended as to permit the return of legitimate second-class matter to the publisher at the same rate as to the news companies. This would impose no additional expense upon the Department, as these books are now returned by mail to a news company, at the city in which the periodical is published, and there handed over to the publisher.

Another inconsistent feature of the present law which has received no consideration whatever from Mr. Loud or his associates is that incorporated under Section 304, Postal Laws and Regulations, which stipulates that:

Newspapers, other than weeklies, without regard to weight, and periodicals not exceeding two ounces in weight, mailed by publishers or news agents for local delivery by carriers, be subject to one cent postage each, to be prepaid with ordinary stamps affixed.

Periodicals exceeding two ounces in weight mailed by publishers or news agents for local delivery by carriers two cents each, to be prepaid with ordinary stamps affixed.

This, coupled with the provisions which require publishers to deposit their periodicals for mailing in the post-office of the place of publication, makes possible these paradoxes:

To mail one copy of a periodical weighing one-half an ounce to the house next door, the publisher must now pay one cent. He can send 32 of them from New York to different addresses in San Francisco (or 32 different cities of the Union) and have them delivered there for the same sum. If the periodical weighs two ounces he must pay two cents per copy for delivery in the city of publication, but can send 16 copies for the same price to any other city. Any person *except the publisher* need pay only one cent for mailing the same periodical, while the American News Co., not being forced to mail periodicals at the place of publication, can have them delivered in the city of publication at one cent a pound by depositing the periodicals in the office of an adjoining city. Just what is the object of such provisions, unless to grant further subsidy to the American News Co., is not very apparent. Nominally they are intended to

make the publisher bear part of the expense of the free delivery system of his own city, but practically they result in imposing upon the Post-Office Department a very large and unnecessary expense.

Most of the large publishers in this country have branch houses, which act as distributing agencies in various parts of the country. Particularly is this true of those who conduct a general publishing business in addition to the publication of periodicals. Under the present law, a publisher with his principal house in San Francisco, and branches in Chicago and New York, must mail all his periodicals from San Francisco. The Post-Office Department is thus forced to bear the expense of transportation from San Francisco to Chicago, New York and all the intermediate points. The publisher, however, finding it more economical to do so, would prefer to mail his periodicals from each branch office to the adjacent territory, and if this were permitted, the Department would be saved millions of dollars for transportation during the year.

This plan of distribution is now followed with respect to express and freight shipments, and would be readily adopted for mailing periodicals if this absurd provision which prevents their being so mailed were eliminated from the law. Orders for subscriptions naturally gravitate to the nearest branch office, and at present such subscriptions must be transferred to the main office. If Mr. Loud desires to effect a substantial reduction in the expense of transportation, particularly on second-class mail matter, it is respectfully submitted that this can be accomplished by the abolition of the provision of the law, which requires the publisher to deposit his periodicals in the Post-Office of the place of publication. To do this it will not be necessary to abolish the statutory provisions which require a periodical to have a known office of publication, and the Department could then, as well as now, look to the publisher at that office for faithful compliance with the law. As the Committee on the Post-Office and Post Roads are no doubt actuated by a desire to reduce the running expenses of the Post-Office Department, I respectfully commend for their consideration the advisability of amending the postal laws, so as to place the much-maligned publishers upon equal footing

with the news agents, so that they may mail periodicals from their branch houses, as well as their principal office, and may have periodicals returned to their branch and principal offices at pound rate. This privilege, if exercised by publishers, will save enormous sums to the Department; if not exercised, it can impose no additional expense.

I have not undertaken to reiterate the many effective arguments urged against the passage of the Loud Bill, which point out the many disastrous effects its enactment would have, as they are presented with sufficient force in numerous documents which have been so thoroughly disseminated. I have undertaken simply to show that there is no necessity for the passage of this bill; that Mr. Loud's premises are incorrect and his conclusions erroneous; that this proposed measure shows woful lack of consideration of the real defects of the present laws; that if passed it would not yield an increase in postal revenues but would result in turning over a vast and profitable business to the express companies.

#### NOTES.

*Bill-Board Advertising* says there are 1,429 billposters in the United States.

"EVERY game will be square" is the assuring but somewhat astonishing announcement in the advertisement of a church fair in a Maine town.—*The Sun*.

A GLASGOW journalist offers the following terms to contributors to a forthcoming daily newspaper, of which he has issued a prospectus: "Every contributor is required to agree to subscribe to the paper for a period of seven years, and to pay each year the annual subscription of £3 3s. in advance, failing which their contributions will not be accepted, published or paid for."—*Newspaperdom*.

A NEW form of advertising recently appeared in New York. A steady-going and somewhat ancient horse is provided with two light wooden flaps, each about six feet long and three feet wide, and these hang on either side, being joined by iron rods run through the saddle. Another iron rod holds a wooden sign about six feet above the horse's fore quarters, and on all three boards advertisements are displayed in big letters.—*Bill-Board Advertising*.

A RECENT device in the way of an advertising card is one about five inches in length, which gives on one side a series of pictures of the Democratic possibilities for President, and on the other those who expect the Republican nomination. The change is made by a joint in the top of the card, which switches the head from McKinley to Harrison, Reed, etc., and at the same time changes the face on the opposite side from Cleveland to Carlisle and others. At the foot of the picture is this legend: "There are plenty of candidates for President, but only ONE FLOUR—DULUTH IMPERIAL."

## FROM CHICAGO.

Good advertisement in the way of ornamentation is being used by Willoughby, Hill & Co., in their clothing store this week. They have hundreds of sweet singing canary birds hung up and all about are sweet smelling flowers in pots, in commemoration of Easter and the opening of spring. The birds are offered for sale to be delivered after Easter and the flowers are sold for immediate delivery. This will attract hundreds of women to the store who would not otherwise go inside it at all, and there they will see suits for their boys and husbands and it is a pretty good guess that a good many of them will make purchases or persuade their husbands to do so.

A hatter here has hit off the English fanciers pretty well by announcing in his windows that he is "Hat maker to the Sovereign-American people." This was probably put up to meet the claim of a rival that he is the "royal hatter."

Victor Lawson, publisher of the *Record* and the *News*, seems to have broken away from the agreement not to advertise, for he has filled the weeklies of the town and a great many out of town with 300-line ads of his \$10,000 story or mystery for a solution of which he is offering a series of prizes. The *Record* has got back all it lost when the other papers came down to one cent, and I am somewhat curious to know what effect this big advertising is going to have on the present circulation. No doubt the showing April 1st will be a good one.

Some time ago some one predicted that if any one would offer teeth at bargain prices the business of dentists would have a remarkable growth. The experiment is being tried here. The price of teeth was reduced to \$8 a full set, then to \$5 and now several firms are advertising them at \$2 a set and one offers them free, only charging for the material. There is no reason why Chicago should be toothless, it would seem.

MILLER PURVIS.

## IT WAS PRINTED.

A young woman in New York wrote a piece that she considered funny enough for the humorous weeklies. It was a skit of about fifty lines, but the hard-hearted editors failed to see the humor in it and kept sending it back. Finally the young woman lost heart completely, when her brother took pity on her and said:

"Here, give me that stuff. I will get it published or know the reason why."

A week or two later the alleged humor appeared in a funny paper and the young contributor enjoyed the delights of authorship. The contribution did not occupy a prominent place, but she had seen many comics in the same position and was too content to see her work in type to inquire further. The only thing that bothered her was the twinkle in her brother's eye, which she could not understand. He had paid full advertising rates to insert her story, at 50 cents a line, single column, one insertion.—*Fourth Estate*.

## YEARS AGO.

Years ago the policy of many advertisers was similar to that of the man who had a leaking roof; when it rained he couldn't mend it, and when it was pleasant there was no necessity for it. A generation ago, and even ten years back, in the spring a merchant would say:

"Business is so bad I can't afford to advertise."

In the fall, this same enterprising gentleman would remark:

"I am doing all the business I care for; why should I advertise?"

To-day advertisers have broader views—they realize that all the time is the time to use space.—*J. H. Woodbury*.

ADVERTISING is the electric cord that connects your business with the purchaser. To turn the current off is to dismiss him from your door.



This picture is used by the *Pennsylvania Grit*, a family paper of large circulation, published at Williamsport. Where the dots are thickest the distribution is the largest. For instance, *Grit* claims a regular issue of 75,000 copies, of which 45,000 are sold in Pennsylvania and the other 30,000 are distributed more or less thinly over all the other States excepting only those of the Pacific Slope. A map like this is always interesting and valuable to an advertiser, if carefully and truthfully prepared.

You have tried  
the other papers.  
Now use

# The SUN

New York.

# The Barometer

## The Philadelphia ITEM as a Regulator of Business.

What D. W. Henderson Asserts.

BUILT UP HIS TRADE—GOING INTO LARGER QUARTERS.

PHILADELPHIA, Jan. 30, 1896.

**BUSINESS MANAGER "THE ITEM"—**Allow us to voice our experience regarding THE ITEM'S advertising columns as a business builder. In a little over a year, with the assistance of THE ITEM, we have developed an indifferent business into a success that has surpassed all our expectations.

Our desire was to get business from as many sections of the city as possible. With this end in view, we sent neatly printed circulars, containing prices and plain, intelligent statements, inviting comparisons with any firm in our line in Philadelphia. We claimed to sell the best butter, eggs, poultry and cheese to be had in the Quaker City, and all we asked was a trial to prove the truth of what we asserted.

After spending our money liberally in circulars and getting hardly any returns we concluded to try THE ITEM. Business picked up at once, and the most important result of all was the fact that we got customers in every section of Philadelphia and its immediate vicinity.

We were delighted beyond expression, because, knowing that we dealt in first-class goods, we were confident that if we could once introduce them they would be a perpetual advertisement for us.

Treat a customer well—give him the full worth of his money—and it is not much trouble to hold him. That is our aim in business.

We often heard people say: "You can't do any business down town. The people down there will not pay for the freshest and best goods." We nailed this lie in a short time and we now have, thanks to THE ITEM, fourteen (14) stalls or stands in the Passyunk Avenue Market, 1632 Passyunk ave., to supply our down-town trade. These stalls are handsomely equipped; we have our own private gas meter; rows of handsome burners and globes surround the entire plant; we have six marble-top counters, glass butter boxes, etc., and everything is conveniently and admirably equipped, making us the largest market concern in Philadelphia, if not in the United States.

The marvelous growth of our business is due to persistent advertising in THE ITEM. Immediately after we started with THE ITEM business began to boom and success was assured. To test whether THE ITEM was the barometer that regulated the pressure of business we withheld our advertisements for week or so at a time. Result—dreadful business; held our old trade, but made no new trade. This is our experience with THE ITEM, and you are at liberty to use it in any way you may see fit.

We have unlimited faith in the extent, influence and importance of THE ITEM'S circulation. We believe it goes everywhere and feel sure it is read by everybody. The growth in our business has compelled us to make arrangements to move into larger quarters, in order to promptly and properly accommodate our increasing trade. And so it goes, and that is why you have our best wishes and sincere hope for the continued prosperity and success of THE GREAT ITEM—the Paper of the People and the Pride of Philadelphians!

D. W. HENDERSON, Proprietor of "The Creamery."

Specialist in Butter, Eggs, Poultry and Cheese,  
No. 108 Vine street, and 1632 Passyunk avenue.

**The S. C. BECKWITH SPECIAL AGENCY,**  
Sole Agents Foreign Advertising,  
Rookery, Chicago. Tribune Building, New York.

**I**F you have merchandise to advertise, the leading newspaper in circulation, standing and influence on the Pacific Coast is known and acknowledged to be the . . . . .

### **San Francisco Chronicle.**

It will enable you to pay dividends to your stockholders.

**EASTERN OFFICE,  
213 Temple Court,  
NEW YORK CITY.**

# Our Book Census for Figures Advertisers

will be sent free to any address, all charges prepaid. Its authority is the U. S. Census. It contains some curious and interesting facts about the population that are pertinent these days of "guaranteed circulation." Incidentally the book advertises

## *Boyce's Big Weeklies*



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Blade      Ledger      World      } 500,000 Copies Weekly      } \$1.60 per Agate Line per issue. NO DISCOUNT

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**W. D. BOYCE CO.,**

Ad Dept.

115 5th Ave., Chicago.

## BY STATES.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

## ALABAMA.

No paper in Alabama is credited with so large a guaranteed circulation as that accorded to the Birmingham *People's Tribune*, and the publishers of the American Newspaper Directory will pay a reward of one hundred dollars to the first person who will prove that its issues were not as stated.

## ARIZONA.

The Prescott *Weekly Courier* has credit for the largest circulation accorded to any paper published in Arizona, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## ARKANSAS.

No other weekly or daily paper in Arkansas has credit for half the circulation accorded to the *Arkansas Methodist*, published at Little Rock, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## CALIFORNIA.

The circulation rating of the San Francisco *Daily Examiner* is nearly double that accorded to any other daily in California, and the circulation of the *Weekly Examiner* is more than three times that accorded to any other weekly in the State, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to these papers by a reward of one hundred dollars, payable to the first person who successfully assails it.

By far the largest daily circulation in California, outside the city of San Francisco, is enjoyed by the *Los Angeles Times*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

No other weekly paper in California, outside the city of San Francisco, has credit for so large a regular issue as the *Oakland Signs of the Times*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## COLORADO.

The largest daily circulation in Colorado is enjoyed by the *Denver Republican*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest weekly circulation in Colorado is accorded to the *Cycling West*, published at Denver, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## CONNECTICUT.

The Bridgeport *Evening Post* has the largest daily circulation in Connecticut, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## DELAWARE.

The Wilmington *Every Evening* has credit for issuing more than double the edition accorded to any other Delaware daily, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by

a reward of one hundred dollars, payable to the first person who successfully assails it.

## DISTRICT OF COLUMBIA.

No other daily paper in Washington has credit for anything like so large a regular issue as the *Washington Evening Star*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The circulation of the *Washington National Tribune* is more than three times that accorded to any daily or any other weekly in the District of Columbia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## FLORIDA.

The *Interlachen Southern Ruralist*, a monthly, has credit for the largest circulation accorded to any paper published in Florida, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## GEORGIA.

The *Atlanta Journal* not only has credit for the largest daily circulation in Georgia, but is the only daily in the State claiming to issue over five thousand copies, from which a definite circulation statement was obtainable. The publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the *Journal* by a reward of one hundred dollars, payable to the first person who successfully assails it.

The *Atlanta Weekly Constitution* has credit for exceeding 40,000 copies weekly, which is a much larger circulation rating than is accorded to any other paper published in Georgia.

## IDAHO.

The *Boise City Daily Idaho Statesman* has credit for the largest circulation accorded to any paper published in Idaho, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## ILLINOIS.

The *Chicago News* has credit for more than double the circulation accorded to any other Chicago daily, weekly or any other sort of paper, excepting only the daily *Record*, which is also owned by the proprietors of the *News*. The publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the *News* by a reward of one hundred dollars, payable to the first person who successfully assails it. Plenty of other Chicago papers claim large issues, but the *News* and *Record* are the only ones that appear to be ready to exhibit the proofs.

## INDIAN TERRITORY.

The largest circulation of any paper published in the Indian Territory is accorded to the *Purcell Weekly Register*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## INDIANA.

The Indianapolis *Daily News* is credited with a good deal more than twice the circulation accorded to any other daily in Indiana, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the *News* by a reward of one hundred dollars, payable to the first person who successfully assails it.

## IOWA.

The Sioux City *Daily Journal* has credit for the largest circulation accorded to any daily published in Iowa.

## PRINTERS' INK.

**The Posten**, published at Decorah, a semi-weekly, is credited with a regular issue nearly twice as large as that accorded to any weekly, and more than four times greater than any Iowa daily gets credit for, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the *Posten* by a reward of one hundred dollars, payable to the first person who successfully assails it.

**KANSAS.**

**The Wichita Eagle** is credited with the largest daily circulation rating in Kansas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

No daily or weekly paper published in Kansas has credit for so large a regular issue as the *Topeka Advocate*.

**KENTUCKY.**

No other daily paper in Kentucky has credit for so large a regular issue as the *Louisville Daily Times*.

**The Home and Farm**, published semi-monthly at Louisville, gets credit for more than double the circulation accorded to any other publication issued in the State of Kentucky, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**LOUISIANA.**

**The Daily Item**, New Orleans, has a very much higher circulation rating than is accorded to any other paper of any sort published in the State of Louisiana, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**MAINE.**

**The Portland Evening Express** has a very much higher circulation rating than is accorded to any other daily paper in Maine, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**The Portland Transcript** has a very much larger circulation rating than any other weekly published in Maine, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**MARYLAND.**

No other paper in Maryland has credit for more than half as large a regular issue as that accorded to the *Baltimore Sun*.

The largest guaranteed circulation rating given to any paper in Maryland is that accorded to the *Baltimore News*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**MASSACHUSETTS.**

The only paper in Massachusetts having credit for issuing half so many copies as the Boston *Sunday Globe* is the daily issue of the same paper, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation ratings accorded to the *Globe* by a reward of \$100, payable to the first person who successfully assails it.

**The Salem Evening News** has credit for the largest circulation accorded to any daily in Massachusetts, outside the city of Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**MICHIGAN.**

No daily paper in Michigan has credit for so large a regular issue as the *Detroit Evening News*.

No other paper in Michigan has credit for even half as large a regular issue as the *Detroit Weekly Free Press*. The one paper coming nearest is the *Sunday Free Press*, the one coming third is the *Semi-Weekly Free Press*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to each edition of the *Free Press* by a reward of \$100, payable to the first person who successfully assails it.

**MINNESOTA.**

The largest daily circulation in Minnesota is accorded to the *Minneapolis Journal*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

**MISSISSIPPI.**

No other paper in Mississippi has credit for anything like so large a regular issue as the *Jackson Weekly Clarion-Ledger*.

**MISSOURI.**

No other daily paper in St. Louis has credit for a regular issue even three-quarters as large as the *Chronicle*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

The St. Louis *Weekly Republic* has credit for the largest circulation accorded to any paper, daily, weekly or monthly, in Missouri, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Outside the city of St. Louis the only paper which has credit for even so much as three-quarters of the circulation accorded to the *Kansas City Weekly Star* is the daily issue of the same paper, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

No other paper in Montana has credit for a regular issue three-quarters as large as the *Anaconda Standard*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

**NEBRASKA.**

No other daily paper in Nebraska has credit for so large a regular issue as the *Omaha World-Herald*, and no other weekly in the State has credit for so large a regular issue as the *Weekly World-Herald*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

**NEW HAMPSHIRE.**

No other paper in New Hampshire has credit for a regular issue one-half as large as the weekly edition of the *Manchester Mirror and Farmer*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

**NEW JERSEY.**

No other daily paper in New Jersey has credit for a regular issue even one-half as large as the *Newark Evening News*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

**NEW MEXICO.**

The *Eddy Weekly Argus* has credit for the largest circulation accorded to any paper

published in New Mexico, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### NEW YORK.

The New York *Daily News* has credit for the largest guaranteed circulation rating accorded to any daily published in New York State, and the publishers of the American Newspaper Directory guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The circulation accorded the Buffalo *Evening News* is nearly twice as large as that accorded any other daily newspaper published in Buffalo or in the entire State of New York outside of New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the *News* by a reward of one hundred dollars, payable to the first person who successfully assails it.

Of the weekly papers published outside the city of New York, the Utica *Saturday Globe* has credit for the largest circulation rating accorded to any, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The *Cosmopolitan* gets credit for a very much larger issue than is accorded to any other of the leading literary magazines, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### NORTH CAROLINA.

No other paper in North Carolina has credit for so large a regular issue as the *Greensboro Christian Advocate*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

#### NORTH DAKOTA.

The one periodical in North Dakota having credit for the largest regular issue is the *Landmann*, published at Fargo, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

#### OHIO.

No other daily paper in Ohio has credit for a regular issue even one-third as large as the Cincinnati *Daily Post*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

The Cleveland *Union Gospel News* has credit for a very much larger regular issue than is accorded any other paper of any sort published in Ohio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### OKLAHOMA.

No other daily or weekly paper in Oklahoma has credit for anything like so large a regular issue as the *Daily State Capital*, or approaching one-half the issue of the *Weekly State Capital*, published at Guthrie, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to these papers by a reward of \$100, payable to the first person who successfully assails it.

#### OREGON.

The only papers in Oregon that have credit for a regular issue even one-third as large as

the *Portland Sunday Oregonian* are the daily and weekly, the issues of the same paper, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the different issues of the *Oregonian* by a reward of \$100, payable to the first person who successfully assails it.

#### PENNSYLVANIA.

No other daily or weekly papers in Pennsylvania have credit for so large a regular issue as the *Philadelphia Evening Item* and the *Sunday Item*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to these papers by a reward of \$100, payable to the first person who successfully assails it.

No other daily paper in Pennsylvania, outside the city of Philadelphia, has credit for anything like so large a regular issue as the *Pittsburg Daily Chronicle Telegraph*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### RHODE ISLAND.

The *Providence, R. I., Evening Bulletin* has credit for the largest circulation accorded to any daily or weekly newspaper published in Rhode Island.

No other daily papers in Rhode Island, outside the city of Providence, and no weekly or monthly issued in the State have credit for so large a regular issue as the *Pawtucket Evening Times*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

#### SOUTH CAROLINA.

The *Charleston Daily News and Courier* has credit for the largest circulation accorded to any daily published in South Carolina.

The *Greenville Southern Christian Advocate* has credit for the largest circulation accorded to any weekly newspaper published in South Carolina, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### SOUTH DAKOTA.

No other paper in South Dakota has credit for anything like so large a regular issue as the *Furner*, published at Aberdeen.

#### TENNESSEE.

No other daily paper in Tennessee has credit for so large a regular issue as the *Memphis Commercial Appeal*, and no other paper of any sort has credit for one-half the issue accorded to the *Commercial Appeal Weekly*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation ratings accorded to these papers by a reward of \$100, payable to the first person who successfully assails it.

#### TEXAS.

No other daily paper in Texas has credit for so large a regular issue as the *Fort Worth Gazette*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

No paper of any sort in Texas has credit for so large a regular issue as the *Waco Texas Baptist Standard*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### UTAH.

No daily, semi-weekly or weekly paper in Utah has credit for so large a regular issue as the *Logan Semi-Weekly Standard*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

## PRINTERS' INK.

## VERMONT.

The Brattleboro *Vermont Phoenix* has credit for the largest circulation accorded to any other paper of any sort published in Vermont, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## VIRGINIA.

No daily or weekly papers in Virginia have credit for a larger regular issue than the daily and weekly editions of the *Richmond Dispatch*.

## WASHINGTON.

No other daily paper in Washington has credit for so large a regular issue as the Spokane *Daily Spokesman Review*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

No other paper in the State of Washington has credit for anything like so large a regular issue as the *Seattle Post-Intelligencer*, weekly.

## WISCONSIN.

No daily and no weekly paper in Wisconsin printed in English has credit for a regular issue even one-quarter as large as the *Weekly Germania*, issued at Milwaukee, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

## WYOMING.

In Wyoming the *Evanston News-Register* has credit for the largest circulation accorded to any newspaper published in the State, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## BRITISH COLUMBIA.

No other daily and no other weekly paper in British Columbia has credit for so large a regular issue as the *Vancouver Daily and Weekly World*.

## MANITOBA.

No other paper in Manitoba has credit for a regular issue even one-half as large as the *Winnipeg Daily Free Press*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

## NORTHWEST TERRITORY.

No daily paper in the Canadian Northwest Territories has credit for so large a regular issue as the *Calgary Herald*, and no paper of any sort has so large an issue as is accorded to the *Weekly Herald*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## NEW BRUNSWICK.

No other paper in New Brunswick has credit for so large a regular issue as the *St. John Weekly Sun*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of \$100, payable to the first person who successfully assails it.

## NOVA SCOTIA.

No paper in Nova Scotia has credit for so large a regular issue (guaranteed) as the *Antigonish Weekly Casket*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## ONTARIO.

No daily paper in the Canadian province of Ontario has credit for so large a regular issue as the *Toronto Mail*, and the weekly edition

of the *Mail* is credited with a larger issue than any other weekly, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to these papers by a reward of \$100, payable to the first person who successfully assails it.

## PRINCE EDWARD ISLAND.

The only papers published in Prince Edward Island which are accorded guaranteed circulation ratings are the *Charlottetown daily, semi-weekly and weekly Guardian*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation ratings so accorded by a reward of one hundred dollars, payable to the first person who successfully assails it.

## QUEBEC.

No newspaper in the Canadian province of Quebec has credit for a regular issue much more than half as large as the *Montreal Weekly Star*, and no daily printed in English in all Canada has so large an issue as the *Daily Star*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the *Star* by a reward of \$100, payable to the first person who successfully assails it.

## SUNDAY NEWSPAPERS.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

The largest Sunday issue in Arkansas is accorded to the *Hot Springs Thomas Cat*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in California is accorded to the *San Francisco Examiner*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in California, outside of San Francisco, is accorded to the *Los Angeles Times*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Only four Sunday papers in California have so high a circulation rating as is accorded to the *Los Angeles Herald*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Colorado is accorded to the *Denver Republican*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Colorado, outside of Denver, is accorded to the *Leadville Herald-Democrat*.

The largest Sunday issue in Delaware is accorded to the *Wilmington Sunday Morning Star*.

The largest Sunday issue in Washington, D. C., is accorded to the *Times*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Georgia is accorded to the *Atlanta Constitution*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Idaho is accorded to the *Boise City Statesman*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Illinois, outside of Chicago, is accorded to the *Peoria Herald*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Indiana is accorded to the *Indianapolis Sentinel*.

The largest Sunday issue in Iowa is accorded to the *Des Moines Iowa State Register*.

The largest Sunday issue in Kansas is accorded to the *Wichita Eagle*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Kentucky, outside of Louisville, is accorded to the *Lexington Leader*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Louisiana is accorded to the *New Orleans Item*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Maine is accorded to the *Portland Sunday Telegram*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Maryland is accorded to the *Baltimore Sunday Herald*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Massachusetts, or anywhere in the United States (excepting only Philadelphia), is accorded to the *Boston Sunday Globe*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Massachusetts, outside of Boston, is accorded to the *Worcester Sunday Telegram*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Michigan is accorded to the *Detroit Free Press*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Minnesota is accorded to the *St. Paul Pioneer Press*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Mississippi is accorded to the *Meridian News*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Missouri is accorded to the *St. Louis Post-Dispatch*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Missouri, outside St. Louis, is accorded to the *Kansas City Star*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Montana is accorded to the *Anaconda Standard*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Nebraska is accorded to the *Omaha World-Herald*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Nevada is accorded to the *Reno State Journal*.

The largest Sunday issue in New Jersey is accorded to the *Newark Sunday Call*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in New Mexico is accorded to the *Las Vegas Revista Católica*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in New York State, not excepting New York City, is accorded to the *Elmira Telegram*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Cincinnati is accorded to the *Enquirer*.

The largest Sunday issue in Cleveland is accorded to the *Leader*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Ohio, outside of Cleveland and Cincinnati, is accorded to the *Columbus State Journal*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Oklahoma is accorded to the *Guthrie Leader*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Oregon is accorded to the *Portland Oregonian*, and its issue is more than four times the combined issue of the nearly a dozen other Sunday papers in the State, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Pennsylvania or in North America is accorded to the *Philadelphia City Item*. Its Sunday circulation is more than 96,000 more than any other Phila-

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delphia paper is credited with, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Pennsylvania, outside of Philadelphia, is accorded to *Griff*, published at Williamsport, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Pittsburgh is accorded to the *Leader*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Rhode Island is accorded to the *Providence Sunday Telegram*.

The largest Sunday issue in South Carolina is accorded to the *Charleston News-Courier*.

The largest Sunday issue in South Dakota is accorded to the *Sioux Falls Press*.

The largest Sunday issue in Tennessee is accorded to the *Memphis Commercial-Appeal*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Texas is accorded to the *Houston Post*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Utah is accorded to the *Salt Lake Tribune*.

The largest Sunday issue in Vermont is accorded to the *Rutland Sunday News*.

The largest Sunday issue in Virginia is accorded to the *Richmond Dispatch*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in the State of Washington is accorded to the *Spokesman-Review*, published at Spokane, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in West Virginia is accorded to the *Wheeling Sunday News*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in Wisconsin is accorded to the *Milwaukee Sentinel*.

The largest Sunday issue in Wisconsin, outside of Milwaukee, is accorded to the *West Superior Sunday Morning Forum*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in British Columbia is accorded to the *Victoria Colonist*.

The largest Sunday issue in British North America is accorded to the *Toronto News*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The largest Sunday issue in the Canadian Province of Quebec is accorded to the *Montreal Sunday Morning News*.

## RELIGIOUS PAPERS.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among all the dozen religious papers published in Alabama, none has so large a regular issue as is accorded to the *Alabama Baptist*, published at Montgomery. In fact, it fully equals the combined issue accorded to any three that may be selected from among all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the eight religious papers published in Arkansas, none has so large a regular issue as is accorded to the *Arkansas Methodist*, published at Little Rock. In fact, it nearly equals the combined issue accorded to all the other seven, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than two dozen religious papers published in California, none has so large a regular issue as is accorded to the *Monitor*, a Roman Catholic weekly, published at San Francisco. In fact, if one paper is omitted from consideration, the circulation of the *Monitor* exceeds the combined issue accorded to all the others in the State, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the *Monitor* by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the two dozen religious papers published in California, but one has so large a regular issue as is accorded to the *Signs of the Times*, a Seventh-Day Adventist weekly, published at Oakland, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the half dozen religious papers published in Colorado none has so large a regular issue as is accorded to the *American*, an anti-Roman Catholic weekly, published at Denver, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than half a dozen religious papers published in Connecticut, none has so large a regular issue as is accorded to the *Hartford Seminary Record*, a Congregational bi-monthly, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The *Peninsular Methodist*, published at Wilmington, has the largest regular issue accorded to any religious paper published in Delaware, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the religious papers in the District of Columbia, none has so large a regular issue as is accorded to the *Church News*, a Roman Catholic weekly published at Washington.

Among all the nearly a score of religious papers published in Georgia, none has so large a regular issue as is accorded to the *Christian Index*, a Baptist weekly issued at Atlanta, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to

this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the nearly a score of religious papers published in Georgia, but one other has so large a regular issue as is accorded to the *Wesleyan Christian Advocate*, a Methodist-Episcopal weekly printed at Atlanta, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the four score religious papers in Illinois, none has so large a regular issue as is accorded to the *Ram's Horn*, an undenominational weekly published at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the four score religious papers in Illinois, but one has credit for a larger regular issue than is accorded to the *Ephworth Herald*, published at Chicago.

Among all the eighty religious papers in Illinois, but one published outside of Chicago has credit for so large a regular issue as is accorded to *Augustana*, a Lutheran weekly published at Rock Island, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the eighty religious papers in Illinois, none published outside of Chicago has credit for so large a regular issue as is accorded to *Gospel Messenger*, a Baptist weekly published at Mt. Morris, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the religious papers published in the Indian Territory, the largest regular issue is accorded to the *John Three Sixteen*, an undenominational monthly issued at Gwendale.

Among all the nearly three dozen religious papers published in Indiana, none has anything like so large a regular issue as is accorded to the *Ave Maria*, a Roman Catholic weekly printed at Notre Dame. In fact, it is credited with a circulation that is more than one-half of the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the nearly half a dozen religious papers published in Indianapolis, none has so large a regular issue as is accorded to the *Indiana Baptist*.

Among all the more than two dozen religious papers in Iowa, none has so large a regular issue as is accorded to the *Katholischer Westen*, a Roman Catholic weekly published at Dubuque, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the twenty-eight religious papers in Iowa but one has credit for a larger regular issue than is accorded to the *Saints' Herald*, a Latter Day Saints' weekly published at Lamoni, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the seventeen religious papers in Kansas, none has so large a regular issue as is accorded to the *Assembly Herald*, a

Presbyterian monthly published at Winfield, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the seventeen religious papers in Kentucky, none has so large a regular issue as is accorded to the *Louisville Methodist and Way of Life*, a Methodist-Episcopal weekly, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than a dozen religious papers published in Kentucky, but one has credit for a larger regular issue than is accorded to the *Western Recorder*, a Baptist weekly, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than half a dozen religious papers published in Maine, none has credit for so large a regular issue as is accorded to the *Gospel Banner*, a Universalist weekly published at Augusta.

Among all the fifteen religious papers in Maryland, none has credit for much more than one-half so large a regular issue as is accorded to the *Katholische Volks-Zeitung*, a Roman Catholic weekly published at Baltimore.

Among all the more than fifty religious papers in Massachusetts, none has credit for so large a regular issue as is accorded to *Donahoe's Magazine*, a Roman Catholic monthly published in Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than two dozen religious papers in Michigan, none has credit for even one-quarter so large a regular issue as is accorded to the *Michigan Christian Advocate*, a Methodist-Episcopal weekly published at Detroit. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the fifteen religious papers in Minnesota, none has credit for so large a regular issue as is accorded to *Der Wanderer*, a Roman Catholic monthly published at St. Paul, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the dozen religious papers in Mississippi, none has credit for so large a regular issue as is accorded to *Der Baptist Layman*, published semi-monthly at Winona, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the nearly sixty religious papers in Missouri, none has credit for so large a regular issue as is accorded to *Der Herold des Glaubens*, a Roman Catholic weekly published at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Of the religious papers in Montana, none has credit for so large a regular issue as is

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accorded to the *Churchman*, a Protestant-Episcopal monthly published at Deer Lodge, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the dozen religious papers in Nebraska, none has credit for so large a regular issue as is accorded to the *Christian Advocate*, a Methodist-Episcopal weekly published at Omaha.

Among the religious papers published in New Hampshire, none has credit for so large a regular issue as is accorded to the *Manifesto*, a monthly, the organ of the Quaker community at East Canterbury, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the nearly a score of religious papers in New Jersey, none has credit for so large a regular issue as is accorded to the *Newark Catholic Ledger*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the religious papers in New Mexico, none has credit for so large a regular issue as is accorded to the *Revista Católica*, published at Las Vegas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the about a hundred religious periodicals published in New York, none has credit for even one-third so large a regular issue as is accorded to the *New York Christian Herald*, an undenominational weekly, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the nearly two dozen religious papers in New York, published outside the city of New York, none has credit for even one-half as large a regular issue as is accorded to the *Syracuse Northern Christian Advocate*, a Methodist-Episcopal weekly, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the nearly two dozen religious papers in North Carolina none has credit for so large a regular issue as is accorded to the *North Carolina Christian Advocate*, a weekly Methodist-Episcopal paper, published at Greensboro, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the religious papers in North Dakota none has credit for so large a regular issue as is accorded to the *Banner*, a Baptist monthly, published at Fargo, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the seventy-five religious papers in Ohio none has credit for so large a regular issue as is accorded to the *Union Gospel News*, an undenominational weekly, published at Cleveland. In fact, but two other religious papers in the entire country are credited with a larger circulation, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of

one hundred dollars, payable to the first person who successfully assails it.

Among all the religious papers in Ohio but one has credit for a larger regular issue as is accorded to the *Western Christian Advocate*, a Methodist-Episcopal weekly, published at Cincinnati.

Among all the religious papers in Oregon none has credit for so large a regular issue as is accorded to the *Pacific Christian Advocate*, a weekly Methodist-Episcopal paper published at Portland, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than one hundred religious papers in Pennsylvania none has credit for so large a regular issue as is accorded to the *Sunday-School Times*, an undenominational weekly published at Philadelphia. In fact, but one other religious paper in the entire country gets credit for a larger circulation, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than fifty religious papers in Pennsylvania, outside the city of Philadelphia, but one has credit for even one-third as large a regular issue as is accorded to the *Young Lutheran*, a Lutheran monthly published at Greenville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the dozen religious papers in South Carolina, none has credit for so large a regular issue as is accorded to the *Southern Christian Advocate*, a weekly Methodist-Episcopal paper published at Greenville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the religious papers in South Dakota, none has credit for so large a regular issue as is accorded to the *Church News*, a Protestant Episcopal monthly published at Sioux Falls, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the three dozen religious papers in Texas, none has credit for so large a regular issue as is accorded to the *Texas Baptist Standard*, a Baptist weekly published at Waco. In fact, but one other religious paper in the entire state has credit even for two-thirds as large a circulation, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to the *Texas Baptist Standard* by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than half a dozen religious papers in Utah, none has credit for so large a regular issue as is accorded to the *Juvenile Instructor*, a semi-monthly Mormon paper published at Salt Lake City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the nearly two dozen religious papers in Virginia, none has credit for so large a regular issue as is accorded to the *Bible Reader*, an undenominational monthly published at Richmond.

Among the half dozen religious papers in West Virginia, none has credit for so large a regular issue as is accorded to the *Baptist*

**Banner**, a Baptist weekly published at Huntington. In fact, it equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than a dozen religious papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Catholic Citizen*, a Roman Catholic weekly published at Milwaukee. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the religious papers in Manitoba, none has credit for so large a regular issue as is accorded to the *Saints' Witness*, a weekly paper published at Winnipeg.

Among the religious papers published in New Brunswick, none has credit for so large a regular issue as is accorded to the *Messenger and Visitor*, a Baptist weekly published at St. John.

Among the religious papers in Nova Scotia, none has credit for so large a regular issue as is accorded to the *Presbyterian Witness and Evangelical Advocate*, a Presbyterian weekly published at Halifax.

Among all the more than thirty religious papers in Ontario, but one other religious paper has credit for even one-third as large a regular issue as is accorded to the *Christian Guardian*, a Methodist weekly published at Toronto.

Among the more than half a dozen religious papers in Quebec, none has credit for so large a regular issue as is accorded to the *Northern Messenger*, an undenominational bi-weekly published at Montreal. In fact, it is very nearly three times as large as any other religious paper in the entire province.

Of the thirty-three publications issued in the country and devoted to the interests of the Young Men's Christian Association, the *Young Men's Era*, a weekly published at Chicago, is credited with the highest circulation accorded to any. In fact, its circulation is about one-half of all the rest combined.

In this country there are thirty-one publications devoted to the interest of the Young People's Society of Christian Endeavor. To the Boston, Mass., *Golden Rule*, a weekly, is accorded a circulation very nearly as large as that accorded to all the others combined, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

With but one exception, the circulation rating accorded the St. Louis, Mo., *Inland Christian Endeavor Monthly* is the largest accorded to any of the thirty-one publications issued in this country and devoted to the interests of the Young People's Society of Christian Endeavor, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

With but two exceptions, the circulation rating given the Cincinnati *Weekly Lookout* is the largest accorded to any paper devoted to the interests of the Young People's Society of Christian Endeavor published in the country, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

To the Chicago (Ill.) *Freethought Magazine*, a monthly, is given a larger circulation rating than is accorded to any of the other nine Free

Thought publications issued in the country and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

The Cincinnati (O.) *Weekly American Isracite* has credit for the largest circulation accorded to any Jewish publication issued in America, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

With but one exception the Cincinnati (O.) *Weekly Deborah* has the largest circulation accorded to any Jewish publication issued in America, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

With but two exceptions the Memphis (Tenn.) *Weekly Jewish Spectator* has the largest circulation accorded to any Jewish publication issued in America, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### AGRICULTURAL PAPERS.

##### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Of the agricultural papers in Arkansas none has anything like so large a regular issue as is accorded to the *Arkansas Farmer*, published at Little Rock, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the eight agricultural papers in California, none has credit for anything like so large a regular issue as is accorded to the *Pacific Rural Press*, published at San Francisco. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the agricultural papers published in Colorado a regular issue is accorded to the *Denver Field and Farm* that is ten times greater than that accorded to any other.

Among the agricultural papers in Florida none has credit for so large a regular issue as is accorded to the *Southern Ruralist*, published at Interlachen. In fact, it more than equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the twenty-seven agricultural papers in Illinois, none has credit for so large a regular issue as is accorded to *Markets*, a weekly published at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars to the first person who successfully assails it.

Among all the twenty-seven agricultural papers in Illinois but one has credit for so large a regular issue as is accorded to the *American Farmer*, published at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a

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reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the nine agricultural papers in Indiana, none has credit for so large a regular issue as is accorded to the *Agricultural Epitome*, published at Indianapolis. In fact, it more than equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the fourteen agricultural papers in Iowa, none has credit for a larger regular issue than is accorded to the *Farmers' Institute*, a monthly published at Mason City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the fourteen agricultural papers in Iowa, none has credit for a larger regular issue than is accorded to the *Farmers' Institute*, a monthly published at Mason City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the four agricultural papers in Kansas, none has credit for so large a regular issue as is accorded to the *Advocate*, a weekly published at Topeka.

Among the agricultural papers in Kentucky, none has credit for so large a regular issue as is accorded to the *Louisville Home and Farm*. In fact, it is credited with nearly forty times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the agricultural papers in Louisiana, none has credit for a larger regular issue than is accorded to the *Sugar Planters' Journal*, published weekly at New Orleans, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the agricultural papers in Maine, none has so large a regular issue as is accorded to the *Maine Farmer*, published weekly at Augusta.

Among all the half dozen agricultural papers in Massachusetts, none has so large a regular issue as is accorded to *Farm and Home*, published semi-monthly at Springfield. In fact, it nearly equals double the combined issue accorded to all the others.

Among the five agricultural papers in Michigan, none has credit for so large a regular issue as is accorded to the *Michigan Farm*, published weekly at Detroit. In fact, it more than equals the combined issue accorded to all the others.

Among the seven agricultural papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Northwestern Agriculturist*, published semi-monthly at Minneapolis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the three agricultural papers in Mississippi, none has credit for so large a regular issue as is accorded to the *Southern Live Stock Journal*, published monthly at Meridian.

Among the ten agricultural papers in Missouri, none has credit for so large a regular issue as is accorded to the *Woman's Farm Journal*, published monthly at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the agricultural papers in Montana, none has credit for so large a regular issue as is accorded to the *Rocky Mountain Husbandman*, published at White Sulphur Springs.

Among all the agricultural papers in Nebraska, none has credit for so large a regular issue as is accorded to the *Cultivator*, published weekly at Omaha. In fact, it nearly equals three times the combined issue accorded to all the others.

Among the agricultural papers in New Mexico, none has credit for so large a regular issue as is accorded to the *Stock Grower and Farmer*, published at Las Vegas.

Among all the more than a dozen agricultural papers in New York State, none has so large a regular issue as is accorded to the *American Agriculturist*, published at New York City. In fact, it fully equals the combined issue accorded to any three from among all the others.

Among the agricultural papers in North Dakota, a regular issue is accorded to the *Landmanden*, published monthly at Fargo, that is more than ten times greater than any other gets credit for, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the half dozen agricultural papers in Ohio, none has credit for so large a regular issue as is accorded to the *Farm and Fireside*, published semi-monthly at Springfield. In fact, it more than equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the agricultural papers in Oklahoma, none has credit for even one-fourth so large a regular issue as is accorded to the *Home, Field and Forum*, published weekly at Guthrie, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the eight agricultural papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Farm Journal*, published monthly at Philadelphia. In fact, it more than equals five times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the agricultural papers in South Carolina, none has credit for so large a regular issue as is accorded to the *Cotton Plant*, published weekly at Columbia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the agricultural papers in South Dakota, none has credit for so large a regular issue as is accorded to the *Dakota Farmer*, published weekly at Sioux Falls.

Among the agricultural papers in Tennessee, none has credit for anything like so large a regular issue as is accorded to the *Farm Magazine*, published weekly at Knoxville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen agricultural papers in Texas, none has credit for

anything like so large a regular issue as is accorded to the *Texas Farm and Ranch*, published weekly at Dallas.

Among the agricultural papers in Virginia, none has credit for so large a regular issue as is accorded to the *Southern Planter*, published weekly at Richmond.

Among the agricultural papers in the State of Washington, none has credit for so large a regular issue as is accorded to the *Northwest Horticulturist, Agriculturist and Stockman*, published monthly at Tacoma, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen agricultural papers in Wisconsin, none has credit for so large a regular issue as is accorded to *Der Haus und Bauern Freund*, published weekly at Milwaukee. In fact, it nearly equals the combined issue accorded to all the others.

Among the seven agricultural papers in Wisconsin, no other printed in English has credit for so large a regular issue as is accorded to the *Wisconsin Agriculturist*, published weekly at Racine, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen agricultural papers in the Canadian province of Ontario, none has credit for so large a regular issue as is accorded to the *Farm and Fireside*, published weekly at Toronto, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the agricultural papers in the Canadian Province of Quebec, none has credit for so large a regular issue as is accorded to *Le Cultivateur*, published weekly at Montreal.

## LIVE STOCK.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the live stock papers in California, none has credit for so large a regular issue as is accorded to the *California Cultivator and Poultry Keeper*, published monthly at Los Angeles, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the live stock papers in Colorado, none has credit for so large a regular issue as is accorded to the *Colorado Poultry Journal*, published monthly at Denver.

Among the live stock papers in Georgia, none has credit for so large a regular issue as is accorded to the *Southern Pil' Games*, published monthly at Blakeley, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the more than a score of live stock papers in Illinois, none has credit for so large a regular issue as is accorded to *Markets*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen live stock papers in Indiana, none has credit for so large a regular issue as is accorded to the *Farmers' Guide and Home Companion*, published at Huntington.

Among the live stock papers in Iowa, none has credit for so large a regular issue as is accorded to the *Live Stock and Western Farm Journal*, published semi-monthly at Des Moines.

Among the live stock papers in Kansas, none has credit for so large a regular issue as is accorded to the *Drovers' News*, published daily at Wichita, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the live stock papers in Kentucky, none has credit for so large a regular issue as is accorded to the *Kentucky Stock Farm*, published weekly at Lexington.

Among the live stock papers in Massachusetts, none has credit for so large a regular issue as is accorded to *Farm Poultry*, published semi-monthly at Boston. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the live stock papers in Michigan none has credit for so large a regular issue as is accorded to the *Beekeepers' Review*, published monthly at Flint, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the live stock papers in Minnesota, none has credit for a larger regular issue than is accorded to the *Poultry Herald*, published monthly at St. Paul, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among all the live stock papers in Mississippi, none has credit for so large a regular issue as is accorded to the *Southern Live Stock Journal*, published monthly at Meridian.

Among all the dozen live stock papers in Missouri, none has credit for so large a regular issue as is accorded to the *Facker*, published weekly at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the live stock papers in Montana, none has credit for so large a regular issue as is accorded to the *Stock Grocers' Journal*, published weekly at Miles City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the eight live stock papers in Nebraska, none has credit for so large a regular issue as is accorded to the *Cultivator*, published semi-monthly at Omaha. In fact, it fully equals the combined issue accorded to all the others.

Among the fifteen live stock papers in New York State, none has credit for so large a regular issue as is accorded to the *Poultry Advocate*, published monthly at Syracuse, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the live stock papers in North Carolina, none has credit for so large a regular issue as is accorded to the *Southern Poultryman*, published monthly at High Point.

Among the half dozen live stock papers in Ohio, none has credit for so large a regular issue as is accorded to *Gleanings in Bee Cult-*

ure, published monthly at Medina. In fact, it nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the live stock papers in Oregon, none has credit for so large a regular issue as is accorded to the *North Pacific Rural Spirit*, published weekly at Portland.

Among the more than half a dozen live stock papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *National Stockman*, published weekly at Pittsburgh.

Among the half dozen live stock papers in Tennessee, none has credit for so large a regular issue as is accorded to the *American Jack and Jennet Breeder*, published weekly at Nashville.

Among the more than half a dozen live stock papers in Texas, none has credit for so large a regular issue as is accorded to the *Texas Stockman and Farmer*, published weekly at San Antonio. In fact, it more than equals the combined issue accorded to all the others.

Among the live stock papers in the State of Washington, none has credit for so large a regular issue as is accorded to the *Northwestern Horticulturist, Agriculturist and Stockman*, published monthly at Tacoma, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## HORTICULTURE AND FLORICULTURE.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the horticultural papers in Arkansas, none has credit for so large a regular issue as is accorded to the *Arkansas Fruit Grower*, published monthly at Harrison, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the horticultural and floricultural papers in California, none has credit for so large a regular issue as is accorded to the *Pacific Rural Press*, published weekly at San Francisco. In fact, it nearly equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the horticultural and floricultural papers in Colorado, none has credit for so large a regular issue as is accorded to the *American Desert*, published monthly at Denver.

Among nearly a half dozen horticultural and floricultural papers in Florida, none has credit for so large a regular issue as is accorded to the *Tropical Sun*, published weekly at West Palm Beach, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among nearly a half dozen horticultural and floricultural papers in Illinois, none has credit for so large a regular issue as is accorded to the *American Florist*, published weekly at Chicago. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dol-

lars, payable to the first person who successfully assails it.

Among the horticultural and floricultural papers in Maryland, none has credit for so large a regular issue as is accorded to the *Strawberry Culturist*, published quarterly at Salisbury, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the dozen horticultural and floricultural papers in New York, none has credit for so large a regular issue as is accorded to the *Mayflower*, published monthly at Floral Park.

Among the horticultural and floricultural papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Parks' Floral Magazine*, published monthly at Libonia. In fact, it fully equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the horticultural and floricultural papers in Washington, none has credit for so large a regular issue as is accorded to the *Northwest Horticulturist, Agriculturist and Stockman*, published monthly at Tacoma, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the horticultural and floricultural papers in Canada, none has credit for so large a regular issue as is accorded to the *Canadian Horticulturist*, published monthly at Toronto, Ont. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## MEDICINE AND SURGERY.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the medical and surgical papers in Arkansas, none has credit for so large a regular issue as is accorded to the *Medical Journal*, published monthly at Eureka Springs.

Among the more than half dozen medical and surgical papers in California, none has credit for so large a regular issue as is accorded to the *Occidental Medical Times*, published monthly at Sacramento, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the medical and surgical papers in Connecticut, none has credit for so large a regular issue as is accorded to the *New England Medical Monthly*, published at Danbury. In fact, it fully equals four times the combined issue accorded to all the others.

Among the medical and surgical papers in Georgia, none has credit for so large a regular issue as is accorded to the *Medical and Surgical Journal*, published monthly at Atlanta. In fact, it nearly equals the combined issue accorded to all the others.

Among the more than a dozen medical and surgical papers in Illinois, none has credit for so large a regular issue as is accorded to the *Alkaloidal Clinic*, published monthly at Chicago. In fact, it fully equals the combined issue accorded to any other two, and the publishers of the American Newspaper Directory will guarantee the accuracy of

the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen medical and surgical papers in Indiana, none has credit for so large a regular issue as is accorded to the *Journal of Materia Medica*, published monthly at Terre Haute.

Among the medical and surgical papers in Kentucky, none has credit for so large a regular issue as is accorded to the *Medical Progress*, published monthly at Louisville. In fact, it fully equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the medical and surgical papers in Maryland, none has credit for so large a regular issue as is accorded to the  *Maryland Medical Journal*, published weekly at Baltimore.

Among the more than half dozen medical and surgical papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Massachusetts Medical Journal*, published monthly at Boston. In fact, it fully equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen medical and surgical papers in Michigan, none has credit for so large a regular issue as is accorded to the *Harper Hospital Bulletin*, published bi-monthly at Detroit, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the medical and surgical papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Northwestern Medical Journal*, published monthly at Minneapolis.

Among the two dozen medical and surgical papers in Missouri, none has credit for so large a regular issue as is accorded to the *Medical Brief*, published monthly at St. Louis. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American News paper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than forty medical and surgical papers in New York, none has credit for so large a regular issue as is accorded to the *Therapeutic Review*, published quarterly at New York City.

Among the more than a dozen medical and surgical papers in Ohio, none has credit for so large a regular issue as is accorded to the *Eclectic Medical Gleaner*, published monthly at Cincinnati, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the two dozen medical and surgical papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Medical World*, published monthly at Philadelphia. In fact, it about equals the combined issue accorded to any two others.

Among the medical and surgical papers in Tennessee, none has credit for so large a regular issue as is accorded to the *Southern Practitioner*, published monthly at Nashville. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of

one hundred dollars, payable to the first person who successfully assails it.

Among the medical and surgical papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Medical Journal*, published monthly at Milwaukee, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the medical and surgical papers in Quebec, none has credit for so large a regular issue as is accorded to the *Medical Journal*, published monthly at Montreal. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## DENTISTRY.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the dental papers in New York, none has credit for so large a regular issue as is accorded to the *Dental Practitioner and Advertiser*, published quarterly at Buffalo. In fact, it fully equals five times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the dental papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Health Interests*, published monthly at Philadelphia. In fact, it nearly equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## SANITATION AND HYGIENE.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the sanitary and hygienic papers in Illinois, none has credit for so large a regular issue as is accorded to the *People's Health Journal*, published monthly at Chicago. In fact, it fully equals ten times the combined issue accorded to the others.

Among the sanitary and hygienic papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Healthy Home*, published monthly at Athol, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among nearly a dozen sanitary and hygienic papers in New York, none has credit for so large a regular issue as is accorded to the *Health Culture*, published quarterly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## EDUCATION.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the educational papers in Alabama, none has credit for so large a regular issue as is accorded to the *Educational Exchange*, published monthly at Montgomery. In fact, it fully equals five times the combined issue accorded to the others, and the publishers

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of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational papers in Arkansas, none has credit for so large a regular issue as is accorded to the *Southern School Journal*, published monthly at Little Rock.

Among the half dozen educational papers in California, none has credit for so large a regular issue as is accorded to the *Pacific Educational Journal*, published monthly at San Francisco. In fact, it fully equals the combined issue accorded to all the others.

Among the educational papers in Georgia, none has credit for so large a regular issue as is accorded to the *Southern Educational Journal*, published semi-monthly at Atlanta. In fact, it nearly equals double the combined issue accorded to all the others.

Among the more than a dozen educational papers in Illinois, none has credit for so large a regular issue as is accorded to the *School News and Practical Educator*, published monthly at Taylorville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars payable to the first person who successfully assails it.

Among the educational papers in Indiana none has credit for so large a regular issue as is accorded to the *Indiana School Journal*, published monthly at Indianapolis.

Among the dozen educational papers in Iowa, none has credit for so large a regular issue as is accorded to the *Western Penman*, published monthly at Cedar Rapids. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen educational papers in Kansas, none has credit for so large a regular issue as is accorded to the *Western School Journal*, published monthly at Topeka. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational papers in Kentucky, none has credit for so large a regular issue as is accorded to the *Southern School*, published weekly at Lexington. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen educational papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Popular Educator*, published monthly at Boston.

Among the nearly a dozen educational papers in Michigan, none has credit for so large a regular issue as is accorded to the *Bookkeeper*, published monthly at Detroit.

Among the educational papers in Minnesota, none has credit for so large a regular issue as is accorded to the *School Education*, published monthly at Minneapolis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational papers in Mississippi, none has credit for so large a regular issue as is accorded to the *Mississippi Journal of Education*, published monthly at Aberdeen. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American

Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational papers in Nebraska, none has credit for so large a regular issue as is accorded to the *Early Education*, published monthly at Collegeview, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the two dozen educational papers in New York, none has credit for so large a regular issue as is accorded to the *Normal Instructor*, published monthly at Dansville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than a dozen educational papers in Ohio, none has credit for so large a regular issue as is accorded to the *Teachers' Outlook*, published monthly at Lebanon. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen educational papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Chautauquan*, published monthly at Meadville. In fact, it fully equals double the combined issue accorded to all the others.

Among the educational papers in South Dakota, none has credit for so large a regular issue as is accorded to the *South Dakota Educator*, published monthly at Mitchell.

Among nearly half a dozen educational papers in Texas, none has credit for so large a regular issue as is accorded to the *Guardian*, published monthly at Waco. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational papers in Virginia, none has credit for so large a regular issue as is accorded to the *Southern Workman and Hampton School Record*, published monthly at Hampton, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational papers in Washington, none has credit for so large a regular issue as is accorded to the *Northwestern Journal of Education*, published monthly at Olympia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational papers in West Virginia, none has credit for so large a regular issue as is accorded to the *West Virginia School Journal*, published monthly at Charleston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half dozen educational papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *American School Board Journal*, published monthly at Milwaukee. In fact, it fully equals four times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of

the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### EDUCATIONAL INSTITUTIONS.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the nearly half a dozen educational institution papers in Georgia, none has credit for so large a regular issue as is accorded to the *Spelman Messenger*, published monthly at Atlanta. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly two dozen educational institution papers in Illinois, none has credit for so large a regular issue as is accorded to the *University of Chicago Weekly*, published at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen educational institution papers in Indiana, none has credit for so large a regular issue as is accorded to the *Scholastic*, published weekly at Notre Dame. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the seventeen educational institution papers in Iowa, none has credit for so large a regular issue as is accorded to the *Penn Chronicle*, published semi-monthly at Oskaloosa, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the fifteen educational institution papers in Kansas, none has credit for so large a regular issue as is accorded to the *State Normal Monthly*, published at Emporia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen educational institution papers in Maine, none has credit for so large a regular issue as is accorded to the *Academy Review*, published monthly at Foxcraft.

Among the more than two dozen educational institution papers in Massachusetts, none has credit for anything like so large a regular issue as is accorded to the *Medical Student*, published monthly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than a dozen educational institution papers in Michigan, none has credit for so large a regular issue as is accorded to the *College Herald*, published weekly at Hillsdale.

Among the more than half dozen educational institution papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Shattuck Cadet*, published monthly at Faribault, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen educational institutions in Missouri, none has credit

for so large a regular issue as is accorded to the *College Star*, published monthly at Warrenton. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational institution papers in New Hampshire, none has credit for so large a regular issue as is accorded to the *Dartmouth*, published weekly at Hanover. In fact, it very nearly equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than three dozen educational institution papers in New York, none has credit for so large a regular issue as is accorded to the *University Magazine*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half dozen educational institution papers in North Carolina, none has credit for so large a regular issue as is accorded to the *University Magazine*, published monthly at Chapel Hill.

Among the more than two dozen educational institution papers in Ohio, none has credit for so large a regular issue as is accorded to the *University Herald*, published weekly at Ada, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational institution papers in Oregon, none has credit for so large a regular issue as is accorded to the *Index*, published monthly at Forest Grove.

Among the three dozen educational institution papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Juniata Echo*, published quarterly at Huntingdon, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational institution papers in Rhode Island, none has credit for so large a regular issue as is accorded to the *Brown Herald*, published daily at Providence. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the educational institution papers in South Dakota, none has credit for so large a regular issue as is accorded to the *Student*, published monthly at Yankton. In fact, it fully equals the combined issue accorded to all the others.

Among the half dozen educational institution papers in Virginia, none has credit for so large a regular issue as is accorded to the *Union Seminary Magazine*, published quarterly at Hampden-Sidney, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen educational institutions in Wisconsin, none has credit for so large a regular issue as is accorded to the *Egis*, published monthly at Ashland, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

able to the first person who successfully assails it.

Among the educational institution papers in Nova Scotia, none has credit for so large a regular issue as is accorded to the *King's College Record*, published monthly at Windsor.

Among the nearly a dozen educational institution papers in Ontario, none has credit for so large a regular issue as is accorded to the *Acta Victoriana*, published monthly at Toronto, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### DEAF, DUMB AND BLIND.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers devoted to the deaf, dumb and blind in New York, none has credit for so large a regular issue as is accorded to the *Deaf Mutes' Journal*, published weekly at New York City. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers devoted to the deaf, dumb and blind in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Western Pennsylvanian*, published semi-monthly at Edgewood Park. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### CHILDREN AND YOUNG PEOPLE.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the more than half dozen papers in Illinois devoted to children and young people, none has credit for so large a regular issue as is accorded to the *Star*, published monthly at Oak Park, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Indiana devoted to children and young people, none has credit for so large a regular issue as is accorded to the *Young People*, published monthly at Indianapolis.

Among the papers in Maine devoted to children and young people, none has credit for so large a regular issue as is accorded to the *School Days*, published monthly at Farmington.

Among the eight papers in Massachusetts devoted to children and young people, none has credit for so large a regular issue as is accorded to the *Youth's Companion*, published weekly at Boston. In fact, it fully equals double the combined issue accorded to all the others.

Among the papers in Michigan devoted to children and young people, none has credit for anything like so large a regular issue as is accorded to the *Christian Youth*, published monthly at Minneapolis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Missouri devoted to children and young people, none has credit for anything like so large a regular issue as

is accorded to *Our Young Folks*, published weekly at St. Louis.

Among the nearly a dozen papers in New York devoted to children and young people, none has credit for anything like so large a regular issue as is accorded to the *St. Nicholas*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Ohio devoted to children and young people, none has credit for anything like so large a regular issue as is accorded to the *Young Catholic Messenger*, published semi-monthly at Dayton, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### SCIENCE.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the scientific papers in California, none has credit for so large a regular issue as is accorded to the *Mining and Scientific Press*, published weekly at San Francisco. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half dozen scientific papers in Connecticut, none has credit for so large a regular issue as is accorded to the *Biblia*, published monthly at Meriden, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the scientific papers in Illinois, none has credit for so large a regular issue as is accorded to the *Journal of Political Economy*, published quarterly at Chicago.

Among the more than half dozen scientific papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Prognostic Star Gazer*, published monthly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than a dozen scientific papers in New York, none has credit for so large a regular issue as is accorded to the *Scientific American*, published weekly at New York City. In fact, it fully equals more than half the combined issue accorded to all the others.

Among the more than half a dozen scientific papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Annals of the American Academy of Political and Social Science*, published bimonthly at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

ORNITHOLOGY, OOOLOGY, ENTOMOLOGY, MICROSCOPY, GEOLOGY, MINERALOGY, ETC.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in New York devoted to above subjects, none has credit for so large a regular issue as is accorded to the *Oologist*,

published monthly at Albion, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### LAW.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the law papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Banker and Tradesman*, published weekly at Boston. In fact, it fully equals four times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the law publications in Michigan, none has credit for so large a regular issue as is accorded to the *Law Students' Helper*, published monthly at Detroit.

Among the law papers in Minnesota, none has credit for so large a regular issue as is accorded to the *National Reporter System*, published weekly at St. Paul. In fact, it fully equals seven times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the law papers in Missouri, none has credit for so large a regular issue as is accorded to the *Central Law Journal*, published weekly at St. Louis.

Among the law publications in New Jersey, none has credit for so large a regular issue as is accorded to the *Criminal Law Magazine and Reporter*, published bi-monthly at Jersey City.

Among the law publications in New York, none has credit for so large a regular issue as is accorded to the *American Lawyer*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the law publications in Ohio, none has credit for so large a regular issue as is accorded to the *Law Bulletin and Ohio Law Journal*, published weekly at Columbus.

Among the law papers in Ontario, Canada, none has credit for so large a regular issue as is accorded to the *Canada Law Journal*, published semi-monthly at Toronto.

Among the law publications in Quebec, none has credit for so large a regular issue as is accorded to the *La Revue Legale*, published monthly at Montreal. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### INSURANCE

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the insurance papers in California, none has credit for so large a regular issue as is accorded to the *Insurance Sun*, published monthly at San Francisco. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly half a dozen insurance papers in Illinois, none has credit for so large

a regular issue as is accorded to the *Argus*, published semi-monthly at Chicago. In fact, it equals about one-half the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the insurance papers in Missouri, none has credit for so large a regular issue as is accorded to the *Western Insurance Review*, published monthly at St. Louis.

Among the twenty insurance papers in New York, none has credit for so large a regular issue as is accorded to the *Insurance Economist*, published monthly at New York City. In fact, it fully equals one-half the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half dozen insurance papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Underwriter*, published monthly at Pittsburg. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the insurance papers in Ontario, Canada, none has credit for so large a regular issue as is accorded to the *Montreal Times, Trade Review and Insurance Chronicle*, published weekly at Toronto. In fact, it fully equals four times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the insurance papers in Quebec, none has credit for so large a regular issue as is accorded to the *Canadian Journal of Commerce, Finance and Insurance Review*, published weekly at Montreal.

### REAL ESTATE AND IMMIGRATION.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the real estate and immigration papers in Alabama, none has credit for so large a regular issue as is accorded to the *Great South*, published weekly at Birmingham.

Among the real estate and immigration papers in California, none has credit for so large a regular issue as is accorded to the *Land of Sunshine*, published monthly at Los Angeles, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the real estate and immigration papers in Illinois, none has credit for so large a regular issue as is accorded to the *Economist*, published weekly at Chicago. In fact, it very nearly equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the real estate and immigration papers in Missouri, none has credit for so large a regular issue as is accorded to the *Real Estate Bulletin and Building Association News*, published weekly at St. Louis.

Among the real estate and immigration

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papers in New York, none has credit for so large a regular issue as is accorded to *Der Auswanderer und Deutsche in Amerika*, published monthly at New York City. In fact, it fully equals the combined issue accorded to all the others.

Among the real estate and immigration papers in Quebec, none has credit for so large a regular issue as is accorded to the *Le Colonisateur Canadien*, published semi-monthly at Montreal.

### BUILDING LOAN ASSOCIATIONS.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in New York devoted to building loan associations, none has credit for so large a regular issue as is accorded to the *National Building and Loan Herald*, published monthly at New York City.

Among the papers in Ohio devoted to building loan associations, none has credit for so large a regular issue as is accorded to the *Financial Review and American Building Association News*, published monthly at Cincinnati.

### NUMISMATICS, PHILATELY AND ANTIQUES.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to numismatics, philately and antiques, none has credit for so large a regular issue as is accorded to the *American Antiquarian and Oriental Journal*, published bi-monthly at Good Hope, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Massachusetts devoted to numismatics, philately and antiques, none has credit for so large a regular issue as is accorded to the *American Philatelist and Collector*, published monthly at Marlboro, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Missouri devoted to numismatics, philately and antiques, none has credit for so large a regular issue as is accorded to the *Magel's Stamp News*, published weekly at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among nearly half a dozen papers in Pennsylvania devoted to numismatics, philately and antiques, none has credit for so large a regular issue as is accorded to the *Collector*, published monthly at New Chester.

### SPORTING, ATHLETICS, CYCLING AND ROAD MAKING.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Colorado devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Cycling West*, published weekly at Denver, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than a dozen papers in Illinois devoted to sporting, athletics, cycling

and road making, none has credit for so large a regular issue as is accorded to the *Sportsmen's Review* and *Bicycle News*, published monthly at Chicago.

Among the nearly half a dozen papers in Indiana devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Western Horseman*, published weekly at Indianapolis. In fact, it very nearly equals twice the combined issue accorded to all the others.

Among the papers in Kentucky devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Southern Cyclist*, published semi-monthly at Louisville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Maine devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Turf, Farm and Home*, published weekly at Waterville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen papers in Massachusetts devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Illustrated Police News*, published weekly at Boston.

Among nearly a half dozen papers in Michigan devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Michigan Cyclist*, published weekly at Grand Rapids, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Minnesota devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Northwestern Horseman and Sportsman*, published weekly at Minneapolis.

Among the more than half a dozen papers in Missouri devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Sporting News*, published weekly at St. Louis. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in New Jersey devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Loose Spokes*, published monthly at Moorestown, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the thirty-one papers in New York devoted to sporting, athletics, cycling and road making, none has credit for anything like so large a regular issue as is accorded to the *National Police Gazette*, published weekly at New York City.

Among the nearly half a dozen papers in Ohio devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *American Sportsman*, published weekly at Cleveland.

Among the more than half dozen papers in Pennsylvania devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Sporting Life*, published weekly at Philadelphia. In fact, it very nearly equals the combined issue accorded to all the others.

Among the papers in Tennessee devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Breeder and Horseman*, published weekly at Nashville.

Among the papers in Wisconsin devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *L. A. W. Pointer*, published monthly at Oshkosh.

Among the papers in Ontario, Canada, devoted to sporting, athletics, cycling and road making, none has credit for so large a regular issue as is accorded to the *Canadian Wheelman*, published semi-monthly at Simeon. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### MUSIC AND DRAMA.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in California devoted to music and drama, none has credit for so large a regular issue as is accorded to the *California World*, published weekly at San Francisco.

Among the papers in Indiana devoted to music and drama, none has credit for so large a regular issue as is accorded to the *Echo*, published monthly at Lafayette.

Among the more than half a dozen papers in Massachusetts devoted to music and drama, none has credit for so large a regular issue as is accorded to the *Galaxy of Music*, published monthly at Boston. In fact, it fully equals the combined issue accorded to all the others.

Among the papers in Missouri devoted to music and drama, none has credit for so large a regular issue as is accorded to the *Kunkel's Musical Review*, published monthly at St. Louis.

Among the more than half a dozen papers in Ohio devoted to music and drama, none has credit for so large a regular issue as is accorded to the *Choir Leader*, published monthly at Dayton. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Etude*, published monthly at Philadelphia. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### FASHIONS.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to fashions, none has credit for so large a regular issue as is accorded to the *Will C. Rodd's Fashion and Cutting Journal*, published quarterly at Chicago.

Among the nearly two dozen papers in New York devoted to fashions, none has credit for so large a regular issue as is accorded to the *Delinquer*, published monthly at New York City.

### HOUSEHOLD.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the nearly a half dozen household publications in Illinois, none has credit for so

large a regular issue as is accorded to the *Household Guest*, published monthly at Chicago. In fact, it fully equals double the combined issue accorded to all the others.

Among the more than half a dozen household publications in Massachusetts, none has credit for anything like so large a regular issue as is accorded to the *Household*, published monthly at Boston.

Among the household publications in Minnesota, none has credit for so large a regular issue as is accorded to the *Housekeeper*, published semi-monthly at Minneapolis.

Among the household publications in Missouri, none has credit for so large a regular issue as is accorded to the *Woman's Farm Journal*, published monthly at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen household publications in New York, none has credit for so large a regular issue as is accorded to the *Ladies' World*, published monthly at New York City. In fact, it has more than eight times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen household publications in Ohio, none has credit for so large a regular issue as is accorded to the *Ladies' Home Companion*, published monthly at Springfield. In fact, it has more than three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half a dozen household publications in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Ladies' Home Journal*, published monthly at Philadelphia. In fact, it has more than ten times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the household publications in Rhode Island, none has credit for so large a regular issue as is accorded to the *Home Guard*, published monthly at Providence.

### MATRIMONIAL.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the matrimonial papers in Illinois, none has credit for so large a regular issue as is accorded to the *Climax*, published monthly at Chicago. In fact, it has twenty times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the matrimonial papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Messenger*, published monthly at Stoughton, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### ARMY AND NAVY.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the army and navy papers in California none has credit for so large a regular

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issue as is accorded to the *Militant*, published weekly at San Francisco.

Among the army and navy papers in the District of Columbia, none has credit for so large a regular issue as is accorded to the *Army and Navy Register*, published weekly at Washington.

Among the nearly half a dozen army and navy papers in New York, none has credit for so large a regular issue as is accorded to the *Drafted Men's Advocate*, published monthly at Albany.

Among the army and navy publications in Pennsylvania, none has credit for so large a regular issue as is accorded to the *United Service*, published monthly at Philadelphia.

## GRAND ARMY OF THE REPUBLIC.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in the District of Columbia devoted to the Grand Army of the Republic, none has credit for so large a regular issue as is accorded to the *National Tribune*, published weekly at Washington, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Missouri devoted to the Grand Army of the Republic, none has credit for so large a regular issue as is accorded to the *Western Veteran*, published weekly at Kansas City.

Among the papers in New York devoted to the Grand Army of the Republic, none has credit for so large a regular issue as is accorded to the *Grand Army Gazette* and *National Guardsman*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## AMERICAN MECHANICS.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Pennsylvania devoted to American mechanics, none has credit for so large a regular issue as is accorded to the *American Mechanics' Advocate*, published monthly at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## LABOR.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the nearly half a dozen labor papers in Illinois, none has credit for so large a regular issue as is accorded to the *Eight Hour Herald*, published weekly at Chicago. In fact, it nearly has double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the labor papers in Indiana, none has credit for anything like so large a regular issue as is accorded to the *Typographical Journal*, published monthly at Indianapolis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the labor papers in Kansas, none

has credit for anything like so large a regular issue as is accorded to the *Weavers' Herald*, published monthly at Lyons.

Among the labor papers in Maryland, none has credit for so large a regular issue as is accorded to the *Painters' Journal*, published monthly at Baltimore, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the labor papers in Ohio, none has credit for so large a regular issue as is accorded to the *Citizen*, published weekly at Cleveland.

Among the labor papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Forverts*, published weekly at Milwaukee.

## FREEMASONRY.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Freemasonry journals in Indiana, none has credit for so large a regular issue as is accorded to the *Masonic Advocate*, published monthly at Indianapolis.

Among the Freemasonry journals in Iowa, none has credit for so large a regular issue as is accorded to the *Freemason and the Fez*, published monthly at Cedar Rapids, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Freemasonry journals in Kentucky, none has credit for anything like so large a regular issue as is accorded to the *Masonic Home Journal*, published monthly at Louisville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Freemasonry journals in Maine, none has credit for so large a regular issue as is accorded to the *Masonic Journal*, published monthly at Portland.

Among the Freemasonry journals in New Jersey, none has credit for so large a regular issue as is accorded to the *Royal Craftsman*, published monthly at Plainfield.

Among the Freemasonry journals in New York, none has credit for so large a regular issue as is accorded to the *Masonic Chronicle*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Freemasonry journals in Ohio, none has credit for so large a regular issue as is accorded to the *Ancient Craft Mason*, published weekly at Cleveland.

Among the Freemasonry journals in Ontario, none has credit for so large a regular issue as is accorded to the *Freemason*, published monthly at Toronto.

## KNIGHTS OF PYTHIAS.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Georgia devoted to the Knights of Pythias, none has credit for so large a regular issue as is accorded to the *Pythian Lodge Secret*, published monthly at Atlanta.

Among the papers in Illinois devoted to the Knights of Pythias, none has credit for so large a regular issue as is accorded to the *Pythian Tribune*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to

this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Iowa devoted to the Knights of Pythias, none has credit for so large a regular issue as is accorded to the *Knights' Sword and Helmet*, published monthly at Fort Madison, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Minnesota devoted to the Knights of Pythias, none has credit for so large a regular issue as is accorded to the *Pythian Advocate*, published monthly at Minneapolis.

Among the papers in Tennessee devoted to the Knights of Pythias, none has credit for so large a regular issue as is accorded to the *Southern Pythian*, published monthly at Memphis.

### ODD-FELLOWSHIP.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Kansas devoted to Odd-Fellows, none has credit for so large a regular issue as is accorded to the *Western Odd-Fellow*, published semi-monthly at Topeka, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Kentucky devoted to Odd-Fellows, none has credit for so large a regular issue as is accorded to the *Odd Fellows' Journal*, published semi-monthly at Louisville.

Among the papers in Michigan devoted to Odd-Fellows, none has credit for so large a regular issue as is accorded to the *Odd Fellow*, published semi-monthly at O'sosso, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Minnesota devoted to Odd-Fellows, none has credit for so large a regular issue as is accorded to the *Northwestern Odd Fellow Review*, published monthly at St. Paul, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly half a dozen papers in New York devoted to Odd-Fellows, none has credit for so large a regular issue as is accorded to the *National Odd Fellow*, published weekly at Buffalo. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Pennsylvania devoted to Odd-Fellows, none has credit for so large a regular issue as is accorded to the *Arrow*, published monthly at Philadelphia.

### COLLEGE FRATERNITIES.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to college fraternities, none has credit for so large a regular issue as is accorded to the *Sigma Chi Quarterly*, published at Chicago.

Among the nearly half a dozen papers in Massachusetts devoted to college fraternities, none has credit for so large a regular issue as is accorded to the *Rainbow of the*

*Delta Tau Delta*, published quarterly at Cambridge.

Among the papers in New York devoted to college fraternities, none has credit for so large a regular issue as is accorded to the *Key*, published quarterly at Ithaca.

### ANARCHISM, COMMUNISM AND SOCIALISM.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in New York devoted to above creeds, none has credit for so large a regular issue as is accorded to the *Freiheit*, published weekly at New York City. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### RAILWAY EMPLOYEES.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the nearly half a dozen papers in Illinois devoted to railway employees, none has credit for so large a regular issue as is accorded to the *Locomotive Firemen's Magazine*, published monthly at Peoria.

Among the papers in Ohio devoted to railway employees, none has credit for so large a regular issue as is accorded to the *Brotherhood of Locomotive Engineers' Journal*, published monthly at Cleveland.

### TEMPERANCE AND PROHIBITION.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the more than half dozen temperance and prohibition papers in California, none has credit for so large a regular issue as is accorded to the *Prohibitionist*, published weekly at San Jose. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Connecticut, none has credit for so large a regular issue as is accorded to the *White Ribbon Banner*, published monthly at Portland, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Georgia, none has credit for so large a regular issue as is accorded to the *Southern Star*, published weekly at Atlanta.

Among the eighteen temperance and prohibition papers in Illinois, none has credit for so large a regular issue as is accorded to the *Union Signal*, published weekly at Chicago. In fact, it very nearly equals the combined issue of all the others.

Among the half dozen temperance and prohibition papers in Indiana, none has credit for so large a regular issue as is accorded to the *Patriot Phalanx*, published weekly at Indianapolis. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half dozen temperance and prohibition papers in Iowa, none has credit for

so large a regular issue as is accorded to the *Iowa Commonwealth*, published weekly at Des Moines, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen temperance and prohibition papers in Maryland, none has credit for so large a regular issue as is accorded to the *Appeal*, published monthly at Towson, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly half a dozen temperance and prohibition papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Our Message*, published monthly at Boston. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen temperance and prohibition papers in Michigan, none has credit for so large a regular issue as is accorded to the *Living Issues*, published weekly at Pontiac. In fact, it fully equals the combined issue accorded to all the others.

Among the temperance and prohibition papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Vagabond*, published weekly at Stillwater, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Missouri, none has credit for so large a regular issue as is accorded to the *Irreversible Conflict*, published semi-monthly at Marshall, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half a dozen temperance and prohibition papers in Nebraska, none has credit for so large a regular issue as is accorded to the *New Republic*, published weekly at Lincoln. In fact, it fully equals the combined issue accorded to all the others.

Among the more than half a dozen temperance and prohibition papers in New Jersey, none has credit for so large a regular issue as is accorded to the *Home Visitor*, published weekly at Flemington, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen temperance and prohibition papers in New York, none has credit for so large a regular issue as is accorded to the *Constitution*, published monthly at New York City. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen temperance and prohibition papers in Ohio, none has credit for so large a regular issue as is accorded to the *Equity*, published monthly at Springfield. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Oregon, none has credit for so large a regular issue as is accorded to the *Oregon White Ribbon*, published monthly at Portland, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than a dozen temperance and prohibition papers in Pennsylvania, none has credit for anything like so large a regular issue as is accorded to the *People*, published weekly at Milton, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Rhode Island, none has credit for so large a regular issue as is accorded to the *Outline*, published bi-weekly at Providence, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in South Dakota, none has credit for so large a regular issue as is accorded to the *Press*, published weekly at Forest City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Tennessee, none has credit for so large a regular issue as is accorded to the *Pilot*, published weekly at Nashville. In fact, it has four times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Virginia, none has credit for so large a regular issue as is accorded to the *Good Templar News*, published monthly at Falls Church, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Washington, none has credit for so large a regular issue as is accorded to the *Pacific Templar*, published monthly at Seattle.

Among the nearly a dozen temperance and prohibition papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Reform*, published weekly at Eau Claire, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the temperance and prohibition papers in Ontario, Canada, none has credit for so large a regular issue as is accorded to the *International Royal Templar*, published monthly at Hamilton.

## AFRO-AMERICAN.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Afro-American papers in Arkansas, none has credit for so large a regular issue as is accorded to the *Baptist Vanguard*, published weekly at Little Rock.

Among the Afro-American papers in California, none has credit for so large a regular issue as is accorded to the *Vindictive*, published weekly at San Francisco. In fact, it

fully equals the combined issue accorded to all the others.

Among the Afro-American papers in the District of Columbia, none has credit for so large a regular issue as is accorded to the *Colored American*, published weekly at Washington, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Afro-American papers in Florida, none has credit for so large a regular issue as is accorded to the *Christian Recorder*, published weekly at Orlando.

Among the Afro-American papers in Illinois, none has credit for so large a regular issue as is accorded to the *Appeal*, published weekly at Chicago.

Among the Afro-American papers in Indiana, none has credit for so large a regular issue as is accorded to the *Freeman*, published weekly at Indianapolis.

Among the Afro-American papers in Kansas, none has credit for so large a regular issue as is accorded to the *Call*, published weekly at Topeka, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Afro-American papers in Kentucky, none has credit for so large a regular issue as is accorded to the *American Baptist*, published weekly at Louisville. In fact, it fully equals the combined issue accorded to all the others.

Among the Afro-American papers in Louisiana, none has credit for so large a regular issue as is accorded to the *Wide Awake*, published weekly at New Orleans.

Among the Afro-American papers in Maryland, none has credit for so large a regular issue as is accorded to *The Flight*, published quarterly at Baltimore.

Among the Afro-American papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Review*, published monthly at Boston.

Among the Afro-American papers in Michigan, none has credit for so large a regular issue as is accorded to the *National Independent*, published weekly at Detroit, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Afro-American papers in New York, none has credit for so large a regular issue as is accorded to the *Age*, published weekly at New York City.

Among the half dozen Afro-American papers in North Carolina, none has credit for so large a regular issue as is accorded to the *Gazette*, published weekly at Raleigh. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half dozen Afro-American papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Christian Recorder*, published weekly at Philadelphia.

Among the nearly half a dozen Afro-American papers in South Carolina, none has credit for so large a regular issue as is accorded to the *Christian Quiver*, published semi-monthly at Abbeville. In fact, it fully equals the combined issue accorded to all the others.

Among the Afro-American papers in Texas, none has credit for so large a regular issue as is accorded to the *New Test*, published weekly at Lockhart, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a re-

ward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen Afro-American papers in Virginia, none has credit for so large a regular issue as is accorded to the *Planet*, published weekly at Richmond, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## WOMAN SUFFRAGE.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Massachusetts devoted to woman suffrage, none has credit for so large a regular issue as is accorded to the *Woman's Column*, published weekly at Boston.

## ANTI-PROHIBITION.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the anti-prohibition papers in Illinois, none has credit for so large a regular issue as is accorded to the *Fair Play*, published weekly at Chicago.

## COMMERCE AND FINANCE.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the dozen commercial and financial papers in California, none has credit for so large a regular issue as is accorded to the *Liv Stock and Butchers' Gazette, Hide, Wool, Leather and Finance Review*, published weekly at San Francisco.

Among the nearly a dozen commercial and financial papers in Illinois, none has credit for anything like so large a regular issue as is accorded to the *Financial Review*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly half dozen commercial and financial papers in Indiana, none has credit for so large a regular issue as is accorded to the *Business Guide*, published monthly at Fort Wayne.

Among the commercial and financial papers in Iowa, none has credit for so large a regular issue as is accorded to the *Trade Journal*, published weekly at Des Moines, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the commercial and financial papers in Kansas, none has credit for so large a regular issue as is accorded to the *MERCHANTS' Journal*, published weekly at Topeka, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen commercial and financial papers in Massachusetts, none has credit for anything like so large a regular issue as is accorded to the *Banter and Tradesman*, published weekly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the commercial and financial papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Commercial Record*, published daily at

## PRINTERS' INK.

Duluth, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly half dozen commercial and financial papers in Missouri, none has credit for so large a regular issue as is accorded to the *Western Review and Export Journal*, published weekly at St. Louis.

Among the commercial and financial papers in Nebraska, none has credit for so large a regular issue as is accorded to the *Market Reporter*, published daily at Nebraska City.

Among the forty-nine commercial and financial papers in New York, none has credit for so large a regular issue as is accorded to the *American Banker*, published weekly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen commercial and financial papers in Ohio, none has credit for so large a regular issue as is accorded to the *Ohio Merchant*, published weekly at Cleveland.

Among the nearly a dozen commercial and financial papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Traffic*, published monthly at Philadelphia. In fact, it fully equals twice the combined issue accorded to all others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the commercial and financial papers in Washington, none has credit for so large a regular issue as is accorded to the *West Coast Trade*, published weekly at Tacoma, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the commercial and financial papers in Ontario, none has credit for so large a regular issue as is accorded to the *Mone-tary Times, Trade Review and Insurance Chronicle*, published weekly at Toronto, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the commercial and financial papers in Quebec, none has credit for anything like so large a regular issue as is accorded to the *Canadian Journal of Commerce, Finance and Insurance Review*, published weekly at Montreal.

## ADVERTISING.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the advertising journals in New York, none has credit for so large a regular issue as is accorded to the *Printers' Ink*, published weekly at New York City. In fact, it has fully three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## ARCHITECTURE, CONTRACTING AND BUILDING.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the half dozen papers in Illinois devoted to architecture, contracting and build-

ing, none has credit for so large a regular issue as is accorded to the *Builder and Trader*, published weekly at Chicago. In fact, it very nearly equals the combined issue accorded to all the others.

Among the papers in Kentucky devoted to architecture, contracting and building, none has credit for so large a regular issue as is accorded to the *Southern Manufacturer and Builder*, published monthly at Louisville.

Among the papers in Massachusetts devoted to architecture, contracting and building, none has credit for so large a regular issue as is accorded to the *Brickbuilder*, published monthly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Minnesota devoted to architecture, contracting and building, none has credit for so large a regular issue as is accorded to the *Improvement Bulletin*, published weekly at Minneapolis.

Among the papers in Missouri devoted to architecture, building and contracting, none has credit for so large a regular issue as is accorded to the *Building Trades Journal*, published monthly at St. Louis.

Among the more than a dozen papers in New York devoted to architecture, contracting and building, none has credit for so large a regular issue as is accorded to the *Carpentry and Building*, published monthly at New York City.

## ART, DECORATING AND FURNISHING.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to the above pursuits, none has credit for so large a regular issue as is accorded to the *Progressive Art Journal*, published bi-monthly at Rockford. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## BOOKS, NEWSPAPERS AND PERIODICALS.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to books, newspapers and periodicals, none has credit for so large a regular issue as is accorded to the *National Printer Journalist*, published monthly at Chicago.

Among the papers in Massachusetts devoted to books, periodicals and newspapers, none has credit for so large a regular issue as is accorded to the *Library Bulletin*, published monthly at Springfield. In fact, it fully equals the combined issue accorded to all the others.

Among the more than a dozen papers in New York devoted to books, newspapers and periodicals, none has credit for so large a regular issue as is accorded to the *Printers' Ink*, published weekly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Ontario devoted to books, newspapers and periodicals, none has credit for so large a regular issue as is accorded to the *Canadian Bookseller*, published monthly at Toronto, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## BREWING, BOTTLING, LIQUORS AND WINE.

**GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the nearly half-dozen papers in Illinois devoted to brewing, bottling, liquors and wine, none has credit for so large a regular issue as is accorded to the *Brewer and Maltster*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen papers in New York devoted to brewing, bottling, liquors and wine, none has credit for so large a regular issue as is accorded to the *National Bottlers' Gazette*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## CARRIAGES.

**GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the nearly half a dozen papers in New York devoted to carriages, none has credit for so large a regular issue as is accorded to the *Blacksmith and Wheelwright*, published monthly at New York City. In fact, it nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Pennsylvania devoted to carriages, none has credit for so large a regular issue as is accorded to the *Carriage Monthly*, published at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## CLOTHING, FURNISHING GOODS, TAILORING AND LADIES' WEAR.

**GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the papers in Illinois devoted to clothing, etc., none has credit for so large a regular issue as is accorded to the *Apparel Gazette*, published semi-monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than a dozen papers in New York devoted to clothing, furnishing goods, tailoring and ladies' wear, none has credit for so large a regular issue as is accorded to the *Overland's Cloak Journal*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## COAL AND GAS.

**GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the papers in New York devoted to coal and gas, none has credit for so large a regular issue as is accorded to the *Water and Gas Review*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dol-

lars, payable to the first person who successfully assails it.

Among the papers in Pennsylvania devoted to coal and gas, none has credit for so large a regular issue as is accorded to the *Colliery Engineer*, published monthly at Scranton, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## CULINARY AND CATERING.

**GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the papers in Illinois devoted to culinary and catering, none has credit for so large a regular issue as is accorded to the *American Caterer*, published monthly at Chicago.

Among the papers in New York devoted to culinary and catering, none has credit for so large a regular issue as is accorded to the *Hotel and Restaurant*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## DRUGS, CHEMICALS, PHARMACY, PAINTS, PERFUMERY AND SOAPS.

**GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the papers in California devoted to drugs and chemicals, none has so large a regular issue as is accorded to the *San Francisco and Pacific Druggist*, published monthly at San Francisco.

Among the half a dozen papers in Illinois devoted to drugs and chemicals, none has credit for so large a regular issue as is accorded to the *Western Druggist*, published monthly at Chicago. In fact, it fully equals the combined issue accorded to all the others.

Among the papers in Massachusetts devoted to drugs and chemicals, none has credit for so large a regular issue as is accorded to the *New England Druggist*, published monthly at Boston.

Among the nearly a dozen papers in New York devoted to drugs and chemicals, none has credit for so large a regular issue as is accorded to the *American Druggist and Pharmaceutical Record*, published semi-monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Pennsylvania devoted to drugs and chemicals, none has credit for so large a regular issue as is accorded to the *National Barber and Druggists' Gazette*, published monthly at Philadelphia. In fact, it very nearly equals the combined issue accorded to all the others.

## DRY GOODS, FANCY GOODS AND NOTIONS, GLOVES AND SILKS.

**GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the papers in Massachusetts devoted to dry goods, etc., none has credit for so large a regular issue as is accorded to the *American Wool and Cotton Reporter and Financial Gazette* published weekly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## PRINTERS' INK.

Among the more than a dozen papers in New York devoted to dry goods, fancy goods and notions, gloves and silks, none has credit for so large a regular issue as is accorded to the *Modest and Fabrics*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### EXPORTING.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the exporting papers in Missouri, none has credit for so large a regular issue as is accorded to the *Western Review and Export Journal*, published weekly at St. Louis.

Among the nearly half a dozen exporting papers in New York, none has credit for so large a regular issue as is accorded to the *El Comercio*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### FURNITURE, CARPETS, UP-HOLSTERY AND CABINET MAKING.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to furniture, none has credit for so large a regular issue as is accorded to the *American Furniture Gazette*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half a dozen papers in New York devoted to furniture, carpets, upholstery and cabinet making, none has credit for so large a regular issue as is accorded to the *Decorator and Furnisher*, published monthly at New York City. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### GROCERIES, CONFECTIONERY, PASTRY, PROVISIONS AND SEA FOOD.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the more than half a dozen papers in Illinois devoted to provisions, etc., none has credit for so large a regular issue as is accorded to the *Markets*, published weekly at Chicago. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Massachusetts devoted to groceries, provisions, etc., none has credit for so large a regular issue as is accorded to the *New England Grocer*, published weekly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen papers in Missouri devoted to groceries, provisions, etc., none has credit for so large a regular issue as is accorded to the *Butchers' and Packers' Magazine*, published monthly at St. Louis.

Among the papers in Ohio devoted to groceries, provisions, etc., none has credit for so large a regular issue as is accorded to the *Merchant Sentinel*, published weekly at Cincinnati.

Among the papers in Pennsylvania devoted to groceries, confectionery, provisions, etc., none has credit for so large a regular issue as is accorded to the *Grocery World*, published weekly at Philadelphia. In fact, it nearly equals the combined issue accorded to all the others.

### HARDWARE, CROCKERY, GLASSWARE AND HOUSE FURNISHING.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the nearly half a dozen papers in Illinois devoted to the above, none has credit for so large a regular issue as is accorded to the *Farm Implement News*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Minnesota devoted to hardware, etc., none has credit for so large a regular issue as is accorded to the *Farm Implements*, published monthly at Minneapolis. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen papers in New York devoted to hardware, crockery, glassware and house furnishings, none has credit for so large a regular issue as is accorded to the *Hardware Dealer's Magazine*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### HOTELS.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the hotel papers in Colorado, none has credit for so large a regular issue as is accorded to the *Hotel Bulletin*, published daily at Denver, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the hotel papers in Missouri, none has credit for so large a regular issue as is accorded to the *Hotel Reporter*, published daily at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half a dozen hotel papers in New York, none has credit for so large a regular issue as is accorded to the *Hotel and Restaurant*, published monthly at New York City. In fact, it very nearly equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**INVENTIONS AND PATENTS.****GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the papers in the District of Columbia devoted to inventions and patents, none has credit for so large a regular issue as is accorded to the *Inventive Age*, published monthly at Washington.

Among the papers in New York devoted to inventions and patents, none has credit for so large a regular issue as is accorded to the *Scientific American*, published weekly at New York City.

**JEWELRY, WATCHMAKING AND OPTICS.****GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the papers in Illinois devoted to jewelers, none has credit for so large a regular issue as is accorded to the *Jewellers' Journal*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in New York devoted to jewelers and opticians, none has credit for so large a regular issue as is accorded to the *Jewellers' Review*, published weekly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Pennsylvania devoted to jewelers, none has credit for so large a regular issue as is accorded to the *Keystone*, published monthly at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**LEATHER, BOOTS AND SHOES, HARNESS, TANNING AND TRUNKS.****GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the half a dozen papers in Illinois devoted to the leather industries, none has credit for so large a regular issue as is accorded to the *National Harness Review*, published monthly at Chicago.

Among the papers in Massachusetts devoted to leather industries, none has credit for so large a regular issue as is accorded to the *Boot and Shoe Recorder*, published weekly at Boston.

Among the half a dozen papers in New York devoted to the leather industries, none has credit for so large a regular issue as is accorded to the *Shoe and Leather Reporter*, published weekly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Ohio devoted to the leather industries, none has credit for so large a regular issue as is accorded to the *Spokesman*, published monthly at Cincinnati.

**LUMBER.****GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the lumber papers in Illinois, none has credit for so large a regular issue as is accorded to the *Northwestern Lumberman*, published weekly at Chicago.

Among the lumber papers in Minnesota, none has credit for so large a regular issue as

is accorded to the *Mississippi Valley Lumberman*, published weekly at Minneapolis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly half a dozen lumber papers in New York, none has credit for so large a regular issue as is accorded to the *Lumberman*, published monthly at New York City.

Among the lumber papers in Washington, none has credit for so large a regular issue as is accorded to the *Puget Sound Lumberman*, published monthly at Tacoma.

**MAKITIME.****GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the maritime papers in California, none has credit for so large a regular issue as is accorded to the *Coast Seaman's Journal*, published weekly at San Francisco.

Among the maritime papers in New York, none has credit for so large a regular issue as is accorded to the *Yachting and Rudder*, published monthly at New York City. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the maritime papers in Ohio, none has credit for so large a regular issue as is accorded to the *Marine Record*, published weekly at Cleveland, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**MERCANTILE AND MANUFACTURING.****GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the mercantile and manufacturing papers in Illinois, none has credit for so large a regular issue as is accorded to the *Office Men's Record*, published quarterly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the mercantile and manufacturing papers in New York, none has credit for so large a regular issue as is accorded to the *Business*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the mercantile and manufacturing papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Tropic*, published monthly at Philadelphia. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**ELECTRICITY.****GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.**

Among the electrical papers in California, none has credit for so large a regular issue as is accorded to the *Mining and Scientific Press*, published weekly at San Francisco, and the publishers of the American Newspaper Directory will guarantee the accuracy

of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the electrical papers in Illinois, none has credit for so large a regular issue as is accorded to the *Electrical Industries*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the electrical papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Bubier's Popular Electrician*, published monthly at Lynn.

Among the electrical papers in New York, none has credit for so large a regular issue as is accorded to the *Electrical World*, published weekly at New York City.

Among the electrical papers in Washington, none has credit for so large a regular issue as is accorded to the *Miner and Electrician*, published monthly at Spokane, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## ENGINEERING AND MINING.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the engineering and mining papers in California, none has credit for so large a regular issue as is accorded to the *Mining and Scientific Press*, published weekly at San Francisco. In fact, it fully equals five times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen engineering and mining papers in Colorado, none has credit for so large a regular issue as is accorded to the *Gold Miner*, published monthly at Denver. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than a dozen engineering and mining papers in New York, none has credit for so large a regular issue as is accorded to the *Locomotive Engineering*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the engineering and mining papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Colliery Engineer*, published monthly at Scranton, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the engineering and mining papers in Washington, none has credit for so large a regular issue as is accorded to the *Miner and Electrician*, published monthly at Spokane, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the engineering and mining papers in Ontario, none has credit for so large a regular issue as is accorded to the *Canadian Electrical News and Steam Engineering Journal*, published monthly at Toronto, and the publishers of the American Newspaper

Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## METALS, MECHANICS, IMPLEMENTS AND MACHINERY.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to the above, none has credit for so large a regular issue as is accorded to the *Farm Implement News*, published weekly at Chicago. In fact, it nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Indiana devoted to mechanics, none has credit for so large a regular issue as is accorded to the *Power and Transmission*, published monthly at Mishawaka.

Among the papers in Missouri devoted to mechanics, none has credit for so large a regular issue as is accorded to the *Farm Machinery*, published weekly at St. Louis.

Among the twenty papers in New York devoted to mechanics, metals, etc., none has credit for so large a regular issue as is accorded to the *Scientific American*, published weekly at New York City.

Among the more than half a dozen papers in Pennsylvania devoted to mechanics, etc., none has credit for so large a regular issue as is accorded to the *Implement Age*, published semi-monthly at Philadelphia.

Among the papers in Ontario devoted to mechanics, etc., none has credit for so large a regular issue as is accorded to the *Steam Engineering Journal*, published monthly at Toronto, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## MILLING.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the milling papers in Illinois, none has credit for so large a regular issue as is accorded to the *American Miller*, published monthly at Chicago.

Among the milling papers in New York, none has credit for so large a regular issue as is accorded to the *Roller Mill*, published monthly at Buffalo.

## PHOTOGRAPHY.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the photographic journals in Illinois, none has credit for so large a regular issue as is accorded to the *Photo Beacon*, published monthly at Chicago.

Among the more than half a dozen photographic journals in New York, none has credit for so large a regular issue as is accorded to the *Anthony Photographic Bulletin*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## PLUMBING.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the plumbers' papers in New York, none has credit for so large a regular issue as is accorded to the *Heating and Ventilation*, published monthly at New York City, and the

publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### PAPER, STATIONERY, PRINTING, BOOKBINDING, ENGRAVING AND ELECTROTYPEING.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to the above trades, none has credit for so large a regular issue as is accorded to the *Inland Printer*, published monthly at Chicago. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Indiana devoted to printing and bookbinding, none has credit for so large a regular issue as is accorded to the *Typographical Journal*, published semi-monthly at Indianapolis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Massachusetts devoted to paper, stationery and printing, none has credit for so large a regular issue as is accorded to the *Paper World*, published monthly at Springfield.

Among the more than a dozen papers in New York devoted to paper, stationery, printing, bookbinding, engraving and electrotyping, none has credit for so large a regular issue as is accorded to the *Bookseller, News-dealer and Stationer*, published semi-monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Ontario devoted to stationery and printing, none has credit for so large a regular issue as is accorded to the *Books and Notions*, published monthly at Toronto.

### RAILROADS.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the nearly half a dozen papers in Illinois devoted to railroads, none has credit for so large a regular issue as is accorded to the *Railway Age and Northwest Railroad*, published weekly at Chicago. In fact, it fully equals twice the combined issue accorded to all the others.

Among the more than half a dozen papers in New York devoted to railroads, none has credit for so large a regular issue as is accorded to the *Locomotive Engineering*, published monthly at New York City. In fact, it very nearly equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Pennsylvania devoted to railroads, none has credit for so large a regular issue as is accorded to the *Railroad Record and Inventors' Guide*, published monthly at Philadelphia.

### STREET RAILWAYS.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in New York devoted to street railways, none has credit for so large a

regular issue as is accorded to the *Street Railway Journal*, published monthly at New York City.

### TELEGRAPHY.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the telegraphic journals in New York, none has credit for so large a regular issue as is accorded to the *Journal of the Telegraph*, published monthly at New York City.

### TOBACCO.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in North Carolina devoted to tobacco interests, none has credit for so large a regular issue as is accorded to the *Southern Tobacco Journal*, published weekly at Winston.

Among the papers in Virginia devoted to tobacco interests, none has credit for so large a regular issue as is accorded to the *Tobacco Journal*, published weekly at Danville.

### TRANSPORTATION AND TRAVELING.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in California devoted to transportation and traveling, none has credit for so large a regular issue as is accorded to the *Traveler*, published monthly at San Francisco, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Illinois devoted to transportation and traveling, none has credit for so large a regular issue as is accorded to the *Rand McNally Official Railway Guide & Hand Book*, published monthly at Chicago.

Among the papers in Minnesota devoted to transportation and traveling, none has credit for so large a regular issue as is accorded to the *Traveler's Magazine*, published quarterly at St. Paul, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half a dozen papers in New York devoted to transportation and traveling, none has credit for so large a regular issue as is accorded to the *Traveler's Ready Reference Guide*, published monthly at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Ohio devoted to transportation and traveling, none has credit for so large a regular issue as is accorded to the *Express Gazette*, published monthly at Cincinnati.

Among the papers in Manitoba devoted to transportation and traveling, none has credit for so large a regular issue as is accorded to the *Western Guide*, published monthly at Winnipeg. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the papers in Quebec devoted to transportation and traveling, none has credit for so large a regular issue as is accorded to the *International Railway & Steam Navigation Guide*, published monthly at Montreal.

## PRINTERS' INK.

## UNDERTAKING, EMBALMING, CEMETERIES AND CREMATION.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the papers in Illinois devoted to the above pursuits, none has credit for so large a regular issue as is accorded to the *Western Undertaker*, published monthly at Chicago. In fact, it very nearly equals the combined issue accorded to all the others.

## BOHEMIAN.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Bohemian papers in Illinois, none has credit for so large a regular issue as is accorded to the *Chicago Amerikan*, published weekly at Chicago. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Bohemian papers in Iowa, none has credit for so large a regular issue as is accorded to the *Seit*, published weekly at Cedar Rapids, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Bohemian papers in New York, none has credit for so large a regular issue as is accorded to the *Listy*, published daily and Sunday at New York City.

Among the Bohemian papers in Texas, none has credit for so large a regular issue as is accorded to the *Svoboda*, published weekly at La Grange.

Among the Bohemian papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Slave*, published weekly at Racine. In fact, it fully equals the combined issue accorded to all the others.

## DANISH.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Danish papers in Illinois, none has credit for so large a regular issue as is accorded to the *Vægteren*, published weekly at Chicago.

Among the Danish papers in Nebraska, none has credit for so large a regular issue as is accorded to the *Den Danske Pioneer*, published weekly at Omaha. In fact, it fully equals five times the combined issue accorded to all the others.

Among the Danish papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Danskere*, published weekly at Neenah.

## FINNISH.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Finnish papers in Michigan, none has credit for so large a regular issue as is accorded to the *American United*, published weekly at Calumet, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## FRENCH.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the French papers in California, none has credit for so large a regular issue as

is accorded to the *Le Franco Californien*, published daily and weekly at San Francisco.

Among the French papers in Louisiana, none has credit for so large a regular issue as is accorded to the *L'Abelie de La Nouvelle Orleans*, published daily at New Orleans.

Among the French papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *L'Independent*, published weekly at Fall River, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the French papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Le Canadien*, published weekly at St. Paul.

Among the French papers in New York, none has credit for so large a regular issue as is accorded to the *Courrier des Etats-Unis*, published weekly at New York City. In fact, it fully equals the combined issue accorded to all the others.

Among the French papers in Rhode Island, none has credit for so large a regular issue as is accorded to the *Le Jean Baptiste*, published semi-weekly at Pawtucket.

Among the French papers in New Brunswick, none has credit for so large a regular issue as is accorded to the *Le Moniteur Acadien*, published semi-weekly at Sheldiac.

Among the sixty-seven French papers in Quebec, none has credit for anything like so large a regular issue as is accorded to the *La Presse*, published daily at Montreal, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## GERMAN.

### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the German papers in Arkansas, none has credit for so large a regular issue as is accorded to the *Arkansas Echo*, published weekly at Little Rock, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the German papers in Colorado, none has credit for so large a regular issue as is accorded to the *Fidibus*, published weekly at Denver, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the German papers in District of Columbia, none has credit for so large a regular issue as is accorded to the *Journal*, published weekly at Washington.

Among more than eighty German papers in Illinois, none has credit for anything like so large a regular issue as is accorded to the *Die Rundschau*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than three dozen German papers in Indiana, none has credit for anything like so large a regular issue as is accorded to the *Demokrat*, published weekly at Evansville, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen German daily papers in Indiana, none has credit for so large a regular issue as is accorded to the

*Indiana Tribune*, published daily at Indianapolis.

Among the more than forty German papers in Iowa, none has credit for so large a regular issue as is accorded to the *Katholischer Westen*, published weekly at Dubuque, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the dozen German papers in Kansas, none has credit for so large a regular issue as is accorded to the *Kansas Staats-Anzeiger*, published weekly at Wichita. In fact, it very nearly equals the combined issue accorded to all the others.

Among the German papers in Kentucky, none has credit for so large a regular issue as is accorded to the *Anzeiger*, published daily, semi-weekly and weekly at Louisville.

Among the German papers in Louisiana, none has credit for so large a regular issue as is accorded to the *Deutsche Zeitung*, published weekly at New Orleans. In fact, it fully equals the combined issue accorded to all the others.

Among the more than two dozen German papers in Michigan, none has credit for so large a regular issue as is accorded to the *Michigan Volksblatt*, published semi-weekly at Detroit. In fact, it fully equals the combined issue accorded to any three of the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the two dozen German papers in Minnesota, none has credit for anything like so large a regular issue as is accorded to the *Der Wanderer*, published weekly at St. Paul, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among more than forty German papers in Missouri, none has credit for so large a regular issue as is accorded to the *Der Herald des Glaubens*, published weekly at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than half dozen German daily papers in Missouri, none has credit for anything like so large a regular issue as is accorded to the *Die Westliche Post*, published daily at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than a dozen German papers in Nebraska, none has credit for so large a regular issue as is accorded to the *Nebraska Vorwärts*, published weekly at Omaha, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the more than two dozen German papers in New Jersey, none has credit for so large a regular issue as is accorded to the *Der Erzähler*, published weekly at Newark. In fact, it has more than half the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among nearly a hundred German papers in New York, none has credit for anything like so large a regular issue as is accorded to the *Revue*, published Sundays at New York City, and the publishers of the American

Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among nearly a hundred German papers in Ohio, none has credit for so large a regular issue as is accorded to the *Abend Presse*, published daily at Cincinnati.

Among the more than sixty German weekly papers in Ohio, none has credit for so large a regular issue as is accorded to the *Ohio Wittenfreund*, published weekly at Columbus.

Among the more than seventy German papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Demokrat*, published daily at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the German papers in Tennessee, none has credit for so large a regular issue as is accorded to the *Suedliche Post-Journal*, published weekly at Memphis.

Among the nearly two dozen German papers in Texas, none has credit for so large a regular issue as is accorded to the *Freie Presse Fuer Texas*, published weekly at San Antonio, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the German papers in Utah, none has credit for so large a regular issue as is accorded to the *Utah Staats-Zeitung*, published weekly at Salt Lake City. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the German papers in Washington, none has credit for so large a regular issue as is accorded to the *Post*, published weekly at Spokane. In fact, it fully equals three times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the half dozen German daily papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Germania*, published daily at Milwaukee.

Among the German papers in Ontario, none has credit for so large a regular issue as is accorded to the *Deutsche Zeitung*, published weekly at Berlin. In fact, it fully equals one-half the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## HEBREW.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the more than half dozen Hebrew papers in New York, none has credit for so large a regular issue as is accorded to the *Jewish Gazette*, published weekly at New York City. In fact, it very nearly equals the combined issue accorded to all the others.

## HOLLANDISH.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Hollandish papers in Illinois, none has credit for so large a regular issue as is accorded to the *De Nederlander*, published weekly at Chicago.

## PRINTERS' INK.

Among the Hollandish papers in Michigan, none has credit for so large a regular issue as is accorded to the *De Grondstet*, published weekly at Holland. In fact, it very nearly equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Hollandish papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *De Gids*, published monthly at De Pere, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## HUNGARIAN.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Hungarian papers in New York, none has credit for so large a regular issue as is accorded to the *Amerikai Nemzetor*, published weekly at New York City.

## ICELANDIC.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Icelandic papers in Manitoba, Canada, none has credit for so large a regular issue as is accorded to the *Loegberg*, published weekly at Winnipeg. In fact, it equals double the combined issue accorded to any other, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## ITALIAN.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the half dozen Italian papers in California, none has credit for so large a regular issue as is accorded to the *La Voce del Popolo*, published daily at San Francisco. In fact, it fully equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Italian papers in Connecticut, none has credit for so large a regular issue as is accorded to the *La Stessa d'Italia*, published weekly at New Haven, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Italian papers in Illinois, none has credit for anything like so large a regular issue as is accorded to the *L'Italia*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Italian papers in Louisiana, none has credit for so large a regular issue as is accorded to the *L'Italo Americano*, published weekly at New Orleans.

Among the Italian papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *L'Union*, published monthly at Boston.

Among the half dozen Italian papers in New York, none has credit for so large a regular issue as is accorded to the *L'Italiano in America*, published weekly at New York City. In fact, it very nearly equals the combined

issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Italian papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Il Vesuvio*, published weekly at Philadelphia.

## NORWEGIAN.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Norwegian papers in Minnesota, none has credit for anything like so large a regular issue as is accorded to the *Lutheranen*, published weekly at Minneapolis.

Among the Norwegian papers in North Dakota, none has credit for so large a regular issue as is accorded to the *Landmanden*, published weekly at Fargo. In fact, it fully equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## NORWEGIAN-DANISH.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the half dozen Norwegian-Danish papers in Illinois, none has credit for so large a regular issue as is accorded to the *Skandinaven*, published daily and weekly at Chicago.

Among the nearly half dozen Norwegian-Danish papers in Iowa, none has credit for so large a regular issue as is accorded to the *De Posten og Ad Vernen*, published twice a week at Decorah. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen Norwegian-Danish papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Tidende*, published weekly at Minneapolis. In fact, it fully equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Norwegian-Danish papers in North Dakota, none has credit for so large a regular issue as is accorded to the *Normanden*, published weekly at Grand Forks. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Norwegian-Danish papers in South Dakota, none has credit for so large a regular issue as is accorded to the *Syd Dakotan Eko*, published weekly at Sioux Falls.

Among the Norwegian-Danish papers in Washington, none has credit for so large a regular issue as is accorded to the *Tidende*, published weekly at Tacoma.

Among the Norwegian-Danish papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Wisconsin Normanden*, published weekly at Madison. In fact, it about equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## POLISH.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the ten Polish papers in Illinois, none has credit for so large a regular issue as is accorded to the *Wiaro i Ojczyzna*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Polish papers in Michigan, none has credit for so large a regular issue as is accorded to the *Niedziela*, published weekly at Detroit. In fact, it fully equals five times the combined issue accorded to the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Polish papers in New Jersey, none has credit for so large a regular issue as is accorded to the *Glos Polski*, published weekly at Camden.

Among the Polish papers in New York, none has credit for so large a regular issue as is accorded to the *Pielak W'Ameryce*, published daily at Buffalo.

Among the Polish papers in Ohio, none has credit for so large a regular issue as is accorded to the *Ameryka*, published weekly at Toledo, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly half a dozen Polish papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Gazeta Pittsburgska*, published weekly at Pittsburg. In fact, it fully equals three times the combined issue accorded to all the others.

Among the Polish papers in Wisconsin, none has credit for so large a regular issue as is accorded to the *Kuryer Polski*, published daily at Milwaukee.

## PORTUGUESE.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Portuguese papers in California, none has credit for so large a regular issue as is accorded to the *A Unidos Portuguesa*, published weekly at San Francisco.

## SKANDINAVIAN.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Skandinavian papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Vagbrytaren*, published weekly at Stillwater, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## SLAVONIC.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the half a dozen Slavonic papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Americansko Slovenske Noviny*, published tri weekly at Pittsburg. In fact, it fully equals twice the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## SPANISH.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the nearly half a dozen Spanish papers in California, none has credit for so large a regular issue as is accorded to the *El Monitor Mexicano*, published weekly at Los Angeles.

Among the Spanish papers in Colorado, none has credit for so large a regular issue as is accorded to the *La Hermandad*, published monthly at Pueblo. In fact, it fully equals four times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Spanish papers in Missouri, none has credit for so large a regular issue as is accorded to the *Spanish-American Trade Journal*, published monthly at St. Louis.

Among the nearly a dozen Spanish papers in New Mexico, none has credit for so large a regular issue as is accorded to the *La Voz del Pueblo*, published weekly at Las Vegas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Spanish papers in New York, none has credit for so large a regular issue as is accorded to the *Revista Popular*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the nearly a dozen Spanish papers in Texas, none has credit for so large a regular issue as is accorded to the *El Cronista Mexicano*, published weekly at San Antonio. In fact, it very nearly equals the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## SWEDISH.

## GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Swedish papers in California, none has credit for so large a regular issue as is accorded to the *Vestkusteren*, published weekly at San Francisco.

Among the Swedish papers in Iowa, none has credit for so large a regular issue as is accorded to the *Svithold*, published weekly at Des Moines, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Swedish papers in Massachusetts, none has credit for so large a regular issue as is accorded to the *Skandinaria*, published weekly at Worcester, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Swedish papers in Michigan, none has credit for so large a regular issue as is accorded to the *Superior Posten*, published weekly at Ishpeming.

Among the more than a dozen Swedish papers in Minnesota, none has credit for so large a regular issue as is accorded to the *Sevensko Amerikanska Posten*, published weekly at Minneapolis.

Among the Swedish papers in Missouri, none has credit for so large a regular issue as is accorded to the *Sydvestern*, published weekly at Kansas City.

Among the Swedish papers in New York, none has credit for so large a regular issue as is accorded to the *Vari Land*, published weekly at Jamestown. In fact, it very nearly equals double the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

Among the Swedish papers in Pennsylvania, none has credit for so large a regular issue as is accorded to the *Svenska Veckobladet*, published weekly at McKeesport, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### WELSH.

#### GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

Among the Welsh papers in New York, none has credit for so large a regular issue as is accorded to the *Y Drych*, published weekly at Utica. In fact, it fully equals nine times the combined issue accorded to all the others, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### MODERN BUSINESS METHODS.

To successfully conduct any business venture is daily becoming more a work of the head and less of the hands. By this we mean that the one who is in charge of an enterprise of even moderate proportions can usually devote his time to better advantage by a careful scrutiny of his business methods and a frequent revision of the same than by taking a too active part in the mechanical work, or what might be called the mere details. That man is to be pitied who does not deem it necessary to spend a portion of his time in searching out the why and wherefore of other men's successes and failures. Yet there are a number of men in every line of work who refuse to put such assignments on their daily programme.

May it not be attributed to this that there are so many cases where a business is conducted successfully for a few years and then a retrogression sets in which ultimately results in failure? Perhaps clerks or employees leave a position, having saved a few hundred dollars, and in ten or fifteen years own a stock, store building, or perchance a factory. Then follow a few years of apparent prosperity, culminating in sudden collapse. Was it owing to too much conservatism or a contrary course? Undoubtedly, in many cases, the error is directly traceable to a lack of keeping in sympathy with the trade in general and in touch with the new methods. In other words, the manufacturer or merchant gets an idea that he knows everything worth knowing in regard to the industry in which he is engaged. He looks with derision upon innovations and with suspicion upon those who inaugurate them. Quite likely he reaches a point where he says to himself that he knows more than the writers in the trade press, and consequently has no use for such journals. Progress goes on, however, and does so in spite of the fact that he shuts his eyes and ears to it. That is why younger and more progressive firms are constantly displacing older ones. At the same time it is gratifying to know that there are many striking illustrations where there

is continued development in the proper direction, until it is truly amazing to learn how much valuable information the house has acquired in the rigid school of business experience, and what an enviable and strong position it is enabled to hold in consequence thereof.—*Shoe and Leather Facts*.

### WHAT AN ADVERTISEMENT CAN DO.

When the present writer announced the arrival of a son and heir in the birth columns of one of the dailies the other day, he had no notion that he possessed as many friends as he certainly does. Congratulations poured in from various well-known commercial houses, and these were accompanied in many cases by substantial presents. There were about a dozen different kinds of soap, nine samples of various infant foods, three bottles of beef extract, a powder puff and seven boxes of violet powder, four or five different kinds of night lights, eight babies' bottles, three elaborate works on how to bring up young children, specimens of linen and flannel for infant attire, and advertisements innumerable of everything that a baby could possibly need. Besides these there came proposals from a dozen insurance companies to insure the life of the baby and the whole family on especially advantageous terms, prospectuses from a Californian emigration society anxious to ship the baby and the rest of the family to the land of peaches and pumpkins at the lowest possible rates, leaflets from private gentlemen who wanted to lend any sum of money from £5 to £50,000 on no security whatever, together with advice, sympathy and good wishes enough to last a family a hundred years.—*London Fame*.

### AN ADVERTISING TRICK.

According to a contemporary, an amusing incident relative to advertising was a trick played on the Chicago newspapers by a firm designated as P. F. R. & Co., some years ago. One of the partners went into court, and asked for an injunction to restrain the other partner from sacrificing the goods in their store at figures far below first cost. The plaintiff said his partner had with some insane desire marked all the goods in the store down below cost. Then he went into details, and showed how different articles were being sacrificed, notwithstanding his protest, and asked the Court to issue an injunction, and restrain the fractious partner. It was a strange fight, and the newspapers took it up, and devoted columns to the novel case. The result was that people on the lookout for bargains flocked to the store, and purchased goods. Day after day the hearing for an injunction was delayed, and, finally, when the free advertisement had been worked to its end, the suit was dismissed without prosecution, the whole cost to the firm for hundreds of pounds worth of advertising being about £5.—*London Fame*.

### A NEAT RETORT.

During the visit of Gen. Booth to Melbourne (Australia) one of the reporters for an evening paper rose to leave the hall with his copy. "Brother," cried the General, "you will be d— if you go now." "I shall be d— by the sub-editor if I don't go," was the reply. "But the Lord is greater than the sub-editor," said the General, warningly. "The sub-editor does not think so," was the retort.

THE advertising of a second-hand clothes dealer should not be threadbare and shabby.

# Medical Ads

are the ones I like best to write. They are generally of great importance. They must be attractive and convincing. They must be absolutely correct in every statement. There must be no weak spot for criticism. They must be able to stand the closest scrutiny of the most fault-finding physician. I know something about medicine. I have a good working library of medical literature. In cases when I am ever so little uncertain about any point I consult one of the best physicians in New York. I make every effort to write the best medical ads, booklets and circulars. I can give any medical advertiser better advertising matter than he ever had before. I charge from \$5 to \$25 each for medical ads, according to the difficulty of the subject. At these prices I give absolutely the best service that can be bought.

#### To Medical Advertisers—

Send me \$100 and I will write and illustrate for you six advertisements better than any you have ever had before. When the ads have been submitted to you, and have your approval, I will have metal base electrotypes made and sent to you. I will also answer any questions you have to ask, and give you all the advice and criticism that I think will be a benefit to you. The more data you send, the better service I shall be able to render.

CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

## "CHANCE."

Throw up a handful of beans and some of them are bound to hit somebody—though it depends on where you stand and how you throw them.

It's so with the ad that you throw out in the papers to a waiting people. Some are bound to be "hit" by it, if it is a "striking" sort of ad. Depends just the same on "where you stand," in your ideas of ad writing, and "how you throw it up"—what mediums you select and the manner in which you use them.

In one sense everything we do depends on "chance" for accomplishment. In another sense nothing does. From nothing nothing comes; but natural results follow natural causes as daylight follows the rising of the sun. Even in this last cited instance it isn't always brilliantly light; and in advertising one works, in a degree, in the dark—but only as regards the highest results. Advertising that is even "fair" in quality and placed in a wisdom that is above absolute ignorance, is bound to give some returns. Large or small are the results according as the "causes" are strong or weak.

CLIFTON S. WADY.

## THOROUGHLY POSTED.

Cigar Dealer—Yes, I want a boy here. Have you had any experience?

Youthful Applicant—Lots.

"Suppose I should mix up the price marks in these boxes could you tell the good cigars from the bad ones?"

"Easy 'nough."

"How?"

"The wust cigars is in the boxes wot's got the partiest pictur's."—*N. Y. Weekly*.

## TWO KINDS OF NEWSPAPERS.

The daily newspapers seem to be gradually separating themselves into two species; one publishing the news, with an occasional use of pictures for illustration; the other publishing pictures, with now and then a little news mixed in to fill up.—*N. Y. Sun*.

## AN ODD COMPARISON.

A good bath makes a man feel better, and if you will give your business a good dose of advertising and "keep everlastingly at it," it will do the "old critter a power of good."—*Ranger (Tex.) Success*.



## KITTY WAS PROMPTLY ENGAGED.

Vaudeville Manager—Yes, we do want a good rainbow dancer. What is your first step?

Kitty Lightfeet—First step? Why, an ad in the newspaper, of course.

## THE DAILY PAPER.

The daily newspaper is by far the safest and most certain method of reaching the public. It should not be difficult for any intelligent man who has lived for any time in a community to know just what papers will serve him as advertising mediums. It isn't at all necessary to examine the books in the newspaper's counting-room or to get their affidavits on circulation. A paper that you read yourself and that your neighbors read and respect and that you know to be widely read and respected, you can safely rely on as a satisfactory medium for reaching people of your own kind.

In a general way, if you don't want to waste your advertising appropriation, avoid all schemes presented to your attention by plausible strangers, and shun all publications concerning which you know nothing, except what you may be told by an urbane and volatile solicitor. The advertiser who sticks to the solid, substantial and influential papers and fills his space judiciously, is sure of getting returns.—*John P. Lyons, in Albany (N. Y.) Argus*.

## EXTENT OF ADVERTISING.

When the Masonic Temple was completed in Chicago, a few years ago, a clipping bureau gathered, in the space of four months, over 7,000 newspaper items concerning the structure, showing it to be, at that time, the best advertised business building in the world. Three thousand of these items referred to the height and magnitude of the structure, 800 speak particularly of the temple as a monument to brotherhood and fraternity. Over 100 referred to the architects. About 1,000 were of a humorous nature, suggesting various stupendous and impossible things next to be attempted in Chicago. Six hundred commented upon the beauty and convenience of the structure, the unrivaled sanitary arrangements, etc. The rest were general articles, many of them over a column in length.—*Clipping Collector*.

## REPUDIATED.

There is nothing extraordinary in the following public repudiation of responsibility; many such are to be seen in English prints:

I WILL not be responsible for any debts contracted by my wife, Gertrude King, after this date. S. D. KING.

But note the sequel. On the morrow, in the agony column of the same paper, there appeared this wifely fling at the repudiating hubby:

I HAVE no occasion to contract any debts in S. D. King's name, having a gentleman who can pay cash for my debts. GERTRUDE KING.

—London *Fame*.

## IN THE COUNTRY.

She—I presume the country editor's pathway is not strewn with flowers.

He (pleasantly)—No, not exactly; but we stumble on bushel of potatoes occasionally, or a cord of wood.—*Detroit Free Press*.

## Classified Advertisements.

*Advertisements under this head, two lines or more without display, 20 cents a line. Must be handed in one week in advance.*

## WANTS.

HALF TONES, 1 col., \$1, 2 col., \$2. BUCHER ENGRAVING CO., Columbus, O.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

**PAPERS** that lead in their locality represented by H. D. LACOSTE, 38 Park Row, New York.

**WANTED**—Every live advertiser to send for ad rates. JOURNAL, d. and w., Flushing, N. Y.

**T**HE VINDICATOR, Youngstown, Ohio, \$400 d., 6,000 w. Wants first-class advertisements only.

**SPECIAL** agent wanted to control advertising in class monthly. WALWORTH, 110 East 125th St., New York.

**D**AYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

**WANTED**, printed but not used postals; send sample, same quantity. W. S. PARKER, 182 Monroe St., Chicago.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

**WANTED**—A young, capable newspaper man, with superior references, is at liberty. Address "A. E." Printers' Ink.

**WANTED**—Position as advertising man or manager; young man; experienced, reliable; now on N. Y. daily. "D. W." Printers' Ink.

**WE** will reproduce any cut printed black on white paper, 1 column for 50c., larger cuts at 6c. per square inch. BUCHER ENGRAVING CO., Columbus, O.

"I NEVER thought I should like shorthand so well," said one. You can learn just as well at home by mail. Lesson sent free. SNELL'S BUSINESS COLLEGE, Truro, N. S.

**WANTED**—Young man as assistant in editorial department of PRINTERS' INK; one with some experience and who can typewrite preferred. Address, with full particulars.

**COMPETENT** foreman, fourteen years' experience in printing business, wants position. All round printer, good on display, careful estimator. Union; references. Address "PUSH," Printers' Ink.

**WANTED**—A circulator for a German newspaper with daily circulation of 7,000; must be capable of thoroughly controlling carriers and pushing circulation. State experience and wages expected. Address "CIRCULATOR," Printers' Ink.

**CERAMIC** mosaic and tile-setter and mantel mason wants engagement. Sets ceramic (English) mosaics at plain and enameled tiling for floors, walls and ceilings, and builds mantels of tile, marble, brick, metal, stone. J. C. MAGGRATH, 265 N. May St., Chicago.

**T**HE KANSAS ENDEAVORER, of Topeka, Kan., wants an Eastern representative. Eight-page monthly publication. Well established. Official organ and only representative of the Kansas Christian Endeavor Union, membership of which is more than 42,000.

**D**ON'T be ashamed of that old fashioned letter-head any longer when you can get an elegantly designed and engraved plate for letter-head for \$7.50. Sketch submitted on approval; no charge if not accepted and returned. Give exact size and wording. W. MOSELEY, 45 Hill St., Elgin, Ill.

#### ADVERTISEMENT COMPOSITION.

**UNMATCHED** facilities for the proper construction of advertisements. Send for booklet of 125 borders. P. G. DARROW PRINTING CO., Chicago.

#### AMATEUR SPORT.

**T**HE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in THE GOLFER is a paying investment. Address all communications to THE GOLFER, 234-236 Congress St., Boston.

#### WINDOW DRESSING.

**H**ARMAN'S JOURNAL OF WINDOW DRESSING, a monthly publication. Illustrated displays. Third year. Send 25 cents for trial copy. 125 S. Clark St., Chicago.

#### MAILING MACHINES.

**\$1.00** (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Frac'l; 1,000 hour; saves 2-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

#### ADVERTISING AGENCIES.

**P**ILOT ADVERTISING CO., Newark, N. Y.

**A**NY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine, Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. RÖWELL ADVERTISING CO., 10 Spruce St., New York.

#### HALF-TONES.

**\$1.50** HALF-TONES—"a wonderful price if the half-tones are right"—and the half-tones are right. We will make our best single column half-tone of any subject, clear and completely finished, \$1.50, and 15 cents per square inch for any cut smaller than ten square inches. Write us for any style of engraving—half-tone, wood-cut or zinc etching. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

#### BOOKS.

**DANGER SIGNALS**, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

**A**NNOUNCEMENT: The first Annual Directory of the Department Stores of the United States is about to be issued (price one dollar). Leading "5 & 10 cent" stores will also be included. Advertisements may be inserted for ten dollars a page (printing surface 3x3 inches). For further particulars address D. T. MALLETT, 271 Broadway, New York.

#### MISCELLANEOUS.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

**T**HE annual meeting of the stockholders of the Ripon Chemical Company, for the election of directors and inspectors of election, will be held at their office, No. 10 Spruce St., New York, on Monday, May 11th, 1896, at 11 o'clock a. m. CHAS. N. KENT, Secretary.

**E**VERY ad writer and advertiser is interested in getting printable cuts. So many are muddy and vague. Cuts adapted to the requirements of advertisement illustrations are our specialty. We are designers as well as engravers—will shoulder the entire burden of your illustrating if you say the word. Send for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

#### ADVERTISING NOVELTIES.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**"OUR** Nation in Politics." A low-price, up-to-date advertising card in five colors. Adapted for any business, big campaign seller. C. W. JOHNSON & CO., printers, Detroit, Mich.

**O**UR electric window attraction is not a toy, it takes money to buy it and it costs something to run it. It consists principally of eight revolving, oscillating, color changing, 16 candle power incandescent lamps combined with an optical Illusory revolving disk. The advertising it does for us in our window more than pays the cost of the machine every 3 weeks and it will do the work for you—provided you give it a chance. For sale by T. F. THOMPSON, 201 Inter Ocean Bidg., Chicago.

## PRINTERS' INK.

ILLUSTRATORS AND ILLUSTRATIONS.

**B**EAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N.J.

**A**N ad without a cut is like a picture without a frame—lacks a great deal of force and attractiveness. We are makers of the best kind of advertising engravings—clear, bold and printable. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

ADDRESSES AND ADDRESSING.

**L**IVE addresses—10,000 in best part of North Dakota, \$15. A.W. DENNIS, G'd Forks, N.Dak.

**C**OMPLETE list resident taxpayers, Callaway County, Mo., arranged alphabetically by Post Offices. New, 4,500 names. Neatly printed pamphlet form. Post-paid \$2. D.H. HARRIS, Fulton, Mo.

**S**END 50c. for list of department stores in U.S. or \$1 for general merchants of Mexico and So. America. Credit reports furnished. Com. Intelligence Dept., ASSO. TRADE AND INDUSTRIAL PRESS, Washington, D.C.

**W**E have 2,500 names from rural districts in Southern and Western States, none over 18 months old. We guarantee all bona fide, and address correct. We have received cash orders from every one, \$3 per thousand. Address S. S. CO., Station H, Boston, Mass.

PRINTERS.

**T**HE LOTUS PRESS (artistic printers), 140 W. 23d St., New York City. (See ad under "Advertisement Constructors.")

**W**HAT we can do better and cheaper than anybody else in half-tone, wood and zinc engraving. Get our samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

**Y**OUR name engraved on a copper plate, and 100 elegant cards printed from it, sent post-paid for a dollar bill. Extra lines on plate, 25c. each; samples, 2c.; satisfaction guaranteed. FRANKLIN PTG. AND ENG. CO., Toledo, Ohio.

**W**ETTER numbering machines can be used on any kind of a printing press. Is indispensable in any office where there is numbering to be done. Locks up in the form, same as an electro. Permits of printing and numbering at one impression. Write for catalogue. JOSEPH WETTER & CO., 34 Morton St., Brooklyn, N.Y.

FOR SALE.

**5-LINE advertisement, \$1. WISCONSIN AGRICULTURIST, Racine, Wis.**

**\$3.50 BUYS 1 INCH. 30,000 copies Proven. WOMAN'S WORK, Athens, Ga.**

**FOR SALE—First-class agricultural paper in best location in U.S. Good reason for selling. A bargain and a rare opportunity for a cash purchaser of half or whole interest. Address Drawer 3116, Springfield, Ill.**

**FOR SALE—A Thorne type-setting machine of latest and most improved design, together with about 400 pounds of brevier type; machine has been in use a little over a year and is in first-class condition in every respect. Will sell way down and at terms convenient to purchaser. CHAS. H. WEBSTER, Buffalo, N.Y.**

**P**RINTING PLANTS—Everything for the printer, best in quality, best in value. Why buy the second best when the best costs no more? AMERICAN TYPE FOUNDERS' CO., Boston, N.Y., Phila., Balt., Pitts., Cleveland, Cinn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

ADVERTISING MEDIA.

**R**OCKLAND (MAINE) DAILY STAR.

**40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.**

**Y**OUNGSTOWN (O.) VINDICATOR, 8,400 d., 6,000 w. H. D. LACOSTE, 38 Park Row, N.Y., Rep.

**20,000 LAWYERS reached by "Selected Lists." Address "CO OPS," Rochester, N.Y.**

**A**NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**L**ADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily.

**T**HE MONTHLY SENTINEL, 60,000 circulation proved by postage receipts. Published by THE NEWS COMPANY, Joliet, Ill.

**I**N all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

**D**DETROIT COURIER, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60 cts. per inch.

**T**O reach the wealthy Sound shore of Westchester County, N.Y., use the Port Chester, N.Y., ENTERPRISE, 60,000 weekly. Advertising rates and sample copies sent on application.

**T**HE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

**B**ILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U.S. and Canada monthly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

**K**ANSAS ENDEAVORER, Topeka, Kan., reaches a majority of the 42,000 Kansas Christian Endeavorers every month. They are teachers, preachers, students and families; good buyers, all of them.

**T**HE SOUTHERN HOMESTEAD, Atlanta, Ga., reaches 50,000 Southern homes monthly. Advertising rates 30c. per agate line. Discounts 10 per cent for 3 months, 15 per cent for 6 months, 25 per cent for one year.

**50,000 COPIES OF WOODWARD'S (the popular woman's magazine) will reach the homes of 50,000 refined women in May. Write for rates and samples. WOODWARD'S, No. 843-844 Broadway, New York.**

**T**HERE is only one magazine in the great Northwest. It is the NORTHWEST MAGAZINE. Third thousand Northwest homes welcome it monthly. The surest way to cover this great territory and get results is to advertise in the NORTHWEST MAGAZINE. Write to W. H. ENGLAND, 843 Broadway, New York.

**B**RAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typography. It displays ads from the best journals in the world directed exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 574, New York.

GOOD HOUSEKEEPING,

**S**pringfield, Mass., desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

**I**t is an axiom that "woman's taste and good judgment unlock the pocket book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through GOOD HOUSEKEEPING.

**P**ublished monthly by Clark W. Bryan Co. Address communications about advertising to H. P. HUBBARD, 38 TIMES Bidg., N.Y.

PAPER.

**M.** PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

♦♦♦

ELECTROTYPE.

**W**E make the best interchangeable plate and base on the market. Also the lightest half-metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

**S**PESIAL cut offer. In order to prove the excellence of our half-tone engravings, we will make you a handsome single column half-tone for \$1.50 and larger half-tone cut at 15 cents per square inch. As good as any ever turned out, but we don't stop at half-tones. Our sine etchings and wood-cuts are proportionately cheap and excellent. We are prepared to furnish advertising designs. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

♦♦♦

SUPPLIES.

**V**AN BIBBER'S  
Printers' Rollers.

**Z**INC for etching. BRUCE & COOK 190 Water St., New York.

**C**HALK plates recoated, half cent an inch. BYRON POPP & CO., Cleveland, O.

**T**YPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

**O**UTFIT for making rubber stamps, \$10; circulares free. EXCELSIOR CO., Montrose, Iowa.

**S**TANDARD Type Foundry printing outfit, type, original borders. 200 Clark St., Chicago.

**C**HALK engraving plates. We make standard new and recoat old plates at money saving prices. HIRD MFG. CO., Cleveland, Ohio.

**S**TEREOTYPE, linotype and electrolyte metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

**F**OLKS like to look at pictures, and always will. That fact makes an illustration desirable in every advertisement you put out. We employ skilled designers and engravers—men who have all their lives done nothing but their separate specialties, and are now as near human perfection as human skill can be. This work we will give you at surprisingly low figures. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

♦♦♦  
ADVERTISEMENT CONSTRUCTORS.

**J**OHN CUTLER, Writer of Advertising, New-ton, Mass.

**A**ds to order only, \$1 up. S. NEUMANN, San Bernardino, Cal.

**S**EE article on advertisement writing by CHAS. AUSTIN BATES, on page 48 of this issue.

**A**TRIAL ads for \$1 will convince CHAS. A. WOOLFOLK, 446 Main St., Louisville, Ky.

**G**ILLAM & SHAUGHNESSY, Advertising Bureau, 13 Astor Place, New York. Write.

**T**HE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

**M**Y specialty—ads for opticians, 5 for a 2c stamp; \$2 when accepted. Write for year rates and prices on booklets. W. S. HAMBURGER, 811 Fairmount Ave., Philadelphia, Pa.

**T**HREE ADS for any retail advertiser not already a customer, \$1. An electro of an outline cut with each ad. A chance to get acquainted. R. L. CURRAN, 150 Nassau St., New York.

**T**HE series of "talks" on "Advertisement Writing" appearing regularly in PRINTERS' INK, tell plainly and fully about the business of CHARLES AUSTIN BATES, Vanderbilt Bldg., New York. Talk number 12 appears on page 48 of this issue.

**R**ETAILERS—10 ads, 10 cuts, \$15. One ad, one cut, \$2. O. COHEN, P. O. Box 88, New York.

**W**E'RE printing letter heads by the ream, in white, pink, azure, buff and cream; All uncommonly nice,

At a moderate price,

Ready when promised, and that's no dream.

Ten doggerel ads for job printers, 40 cents; delivered at your door. H. H. PARAMORE, Globe-Democrat Bldg., St. Louis.

**"M. JED SCARBORO, Brooklyn, N. Y.:**  
DEAR SIR—We take pleasure in inclosing herewith our check, No. 1764, on the First National Bank of Brooklyn for \$100 for best booklet submitted, as per our ad in PRINTERS' INK of March 11th and 18th, and BRAINS of March 14th and 21st. It may interest you to know that there were 47 contestants. We congratulate you upon your success, and beg to remain yours very truly, JOSE WITTNER & CO."

**R**Ight printing means printing that is not too expensive to be profitable to the customer, but good enough to get its full measure of returns by compelling attention. Our customers are largely in the habit of leaving these matters to us and are often grateful for the suggestions we make. They tell us we give more attention to fitness and appropriateness than other printers do. Our little booklet is of interest to large users of printing. THE LOTUS PRESS, 140 W. 23d St., New York.

**T**o Retailers—On receipt of \$20 I will send you 13 ads, with an attractive illustration for each ad. This will be enough to give you a fresh ad every week for 3 months. It will be enough to enable you to form an opinion of the value of my work in your particular business. If your order (with cash) reaches me before May 20 I will present you free of charge a copy of my handsome 700-page book, "Good Advertising," regular price \$5. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**W**E are successful printers because we have our customers' interest as much at heart as our own. We do not do our work with the one idea "how much we can make on it." Not at all. The most essential point is to do the work so well, to make it so pleasing that it must satisfy the most exacting taste. We have hundreds of unsolicited testimonials from our customers which will testify that our work is what we want it to be—"success." Write for our booklet. THE LOTUS PRESS, 140 West 23d St., N. Y. City.

**T**o Trade Paper Advertisers—Send me \$25 and I will write six advertisements for you. Send me \$50 and I will write a series of 12 advertisements for you. I will also answer any questions you want to ask, criticize your previous advertising and printed matter, and give you the benefit of what I have learned from a great many bright advertisers in similar lines. As this price is about one-sixth what I sometimes have to charge for trade paper ads, I reserve the right to decline any order that may come to me. CHAS. AUSTIN BATES, Vanderbilt Bldg., N. Y.

**T**o General Advertisers (other than medical and magazine advertisers)—Send me \$75 and I will send you complete electrotypes of six illustrated advertisements. I will also answer any questions you have to ask, and struggle with any problems that have been worrying you. I will give you authentic information about anything in advertising. I have perfect confidence in my ability to give you better ads than you have had before. I believe I am safe in saying that even if I prepared your former ads myself, because I am doing better work now than I ever did before. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**T**o Users of Catalogues—Send me \$25 and your last catalogue, and I will tell you how your next one can be greatly improved. I may be able to tell you how to save some money on it. I know I can tell you how to make it more attractive—how to increase the probability that it will convince people who get it how to make it sell more goods. I believe there is a hundred of cases in which the service I shall render will be worth \$500. There may be some in which it will be worth less than \$25, but I really do not see how that can be possible. Intelligent criticism of a catalogue is sure to result in some good. The catalogue is a big thing and costs lots of money, and it ought to be as near right as possible. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

## PRINTERS' INK.

## SPECIAL WRITING.

**\$3** A WEEK; original editorials for weeklies; full complement. "PITT," Printers' Ink.

## PRESS CLIPPINGS.

**SOUTHERN CLIPPING BUREAU**, Atlanta, Ga.  
Press clippings for trade journals and adv.

## ARRANGED BY STATES.

*Advertisements under this head 50 cents a line. Must be handed in one week in advance.*

## ARKANSAS.

**THE ARKANSAS METHODIST** has larger circulation in Arkansas than any other paper.

## The Arkansas Gazette

Daily and Weekly, goes into every nook and corner of Arkansas, and circulates in much adjacent territory. Advertisers cannot afford to omit THE GAZETTE from their lists when placing advertising in the great Southern field. For rates and any other information, address

**GAZETTE PUBLISHING CO.,**

Little Rock, Ark.

## CALIFORNIA.

**SOUTHERN CALIFORNIA'S** matchless paper.  
Los Angeles Times. Circ'n over 15,000 daily.

## IOWA.

**DUBUQUE HERALD**, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

**ONE** county and one town fully covered by one paper. The WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

## KENTUCKY.

**LOUISVILLE SUNDAY TRUTH**, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special News-paper Representative.

**THE FARMERS' HOME JOURNAL**, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

## MICHIGAN.

**THE SOO DEMOCRAT**, Sault Ste. Marie, Mich. It should be on your list.

**DETROIT COURIER**. 31 years old. Has a village and farm circ' around Detroit greater than any other weekly. Ad rate 60 cts. per inch.

**JACKSON** (Mich.) PATRIOT, morning, Sunday and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

## MONTANA.

**HELENA INDEPENDENT** — 6,240 Daily, 6,240 Sunday, 3,335 Weekly. Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

## MISSISSIPPI.

**THE WATCHMAN** has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

## MISSOURI.

**KANSAS CITY WORLD**, daily exceeding 25,000, Sunday 30,000.

**GAZETTE**, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

**To** reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

## NEW JERSEY.

**THE DECKERTOWN INDEPENDENT** has the largest circulation of any paper in Sussex Co.

**DURING** 1895 the circulation of the Red Bank REGISTER was 2,518 per week. This is the largest circulation in Monmouth County. Rowell guarantees it.

## NEW YORK.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 972, New York.

## NORTH CAROLINA.

**THE NEWS** is not only the only afternoon paper in Charlotte, a city of 16,651 population, but it has a larger circulation in this city than any other paper. The same is true of the TIMES' (weekly) circulation in Mecklenburg County. The News and TIMES combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. BOWD, Editor & Proprietor.

## OHIO.

**A** T Youngstown, Ohio, the only Sunday paper, "THE NEWS," is read by 40,000 people.

**DAYTON MORNING TIMES, EVENING NEWS,** WEEKLY TIMES-NEWS, 14,000 daily, \$3,000 weekly.

**LEADING** daily and weekly papers in Eastern d. Ohio. THE VINDICATOR, Youngstown, \$1,000 d. \$6,000 weekly.

**THE PRESS**, Columbus, only Democratic daily in Central Ohio. F. J. WENDELL, sole advertising agent, Tribune Bldg., New York City.

## PENNSYLVANIA.

**THE PATRIOT**, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

**DESIRABLE READERS** and a good circulation are what advertisers receive in the CHESTER TIMES. 30,000 well-to-do, intelligent people read the TIMES with their supper every day. WALLACE SPROUL, Chester, Pa.

**INTELLIGENCER**, Doylestown, Pa. Oldest paper in the county—weekly established 1864. daily established 1886. stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. PASCHALL & CO., Doylestown, Pa.

## TENNESSEE.

**C**HATTANOOGA, Tenn., has 50,000 people. The EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

## TEXAS.

**T**HE CITIZEN DEMOCRAT has the largest circulation in Robertson County, Texas.

**T**HE NEWS, Bonham, Texas, has the largest weekly circulation in Fannin County.

**D**AILY AND WEEKLY ENTERPRISE. Largest circ'n in Cleburne and Johnson Co., Texas.

## VIRGINIA.

**L**YNCHBURG NEWS: only morning paper; 35,000 population; established 1866; daily, 2,600; Sunday, 2,600; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

## WASHINGTON.

**S**EATTLE TIMES.

**S**EATTLE TIMES is the best.

**T**HE TIMES is the home paper of Seattle's 60,000 people.

**S**EALETT'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

## WISCONSIN.

**W**ISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

**S**UPERIOR TELEGRAM, 5,500 daily, every evening except Sunday. Associated Press Franchise (operator in its own building); Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of H. D. LA COSTE, 38 Park Row, New York, Special Newspapers Representative.

## CANADA.

**\$5.50** A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

**B**IG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The BERLIN RECORD (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTTLEY, Mgr., Berlin, Ont.

## HAWAIIAN ISLANDS.

**S**TAR-Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

## CLASS PUBLICATIONS.

*Advertisements inserted under this heading, in the appropriate class, cost 20 cents a line, for each insertion. One line inserted one year, 52 weeks, for \$26; 6 months for \$13, 3 months for \$6.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.*

## CARRIAGES AND WAGONS.

**T**HE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

**T**HE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

## ADVERTISING.

**B**RAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertising and to the man who writes out their ads. Printers get many good suggestions for displays from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

## AGRICULTURE.

**B**RREEDER AND FARMER, Zanesville, O.

**C**OMMERCIAL RURAL PRESS, San Francisco, Cal.

**W**ISCONSIN AGRICULTURIST, Racine, Wis. FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 13,500 of the wealthiest farmers of Kentucky and Tennessee.

## DANCING.

**T**HE BALL ROOM, Kansas City. Semi-monthly.

## EDUCATIONAL.

**T**HE SOUTHERN SCHOOL, Lexington, Ky., 1865, sworn circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

## GERMAN.

**T**HE TAEGLICHE ABEND PRESSE, daily, published at Cincinnati, is credited with the highest circulation rating accorded to any German daily in Ohio.—From *Printers' Ink*, issue of May 15, 1885.

## GROCERIES.

**G**ROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

## HARDWARE AND HOUSE FURNISHING.

**H**ARDWARE DEALERS' MAGAZINE.

Largest circulation in its field.

D. T. Mallett, Pub., 271 Broadway, N. Y.

## HISTORICAL.

**T**HE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

## HORSE INTERESTS.

**C**OACHING Philadelphia, Pa. 4,000 monthly.

## HOUSEHOLD.

**D**ETROIT COURIER, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60c. per inch.

## MEDICINE AND SURGERY.

**W**ESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

## MINING.

**M**INING AND SCIENTIFIC PRESS, San Francisco.

## MOTOCYCLE.

**M**OTOCYCLE, 1865 Monadnock Block, Chicago.

## PAINTING.

**P**AINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

## PRINTING INDUSTRIES.

**P**APER AND PRESS—An up-to-date journal of the graphic arts, published every Saturday at 133 Nassau St., New York. The leading and only journal of its class in the world issued every week in color. Guaranteed circulation during the month to buyers larger than the claimed circulation of all the monthlies in its field in America combined. Send for sample copy, proof of circulation and rates before making advertising contracts.

## TEXTILE.

**T**EXTILE WORLD, Boston. Largest rating.

# Don't go it

The actual value of newspaper advertising—so circulation. The number of papers that furnish ad-  
atively few; in other words, newspapers sell space in t  
knowledge of what he is buying. He may get all the  
reason that a paper does not give its actual paid circu-  
statements concerning it, or else because it is so small  
the exact figures. When a paper does make a statement  
actual number of paid subscribers on its lists—the ad-  
tiser. Here is something he wants. When he purchases  
he is buying and goes into the transaction feeling assured.  
The San Francisco Examiner is one of the few papers  
early part of each month the San Francisco Daily  
exact circulation during the month previous. This  
printed, but those actually paid for. No other San Fran-  
is punishable in California as a misdemeanor. The law  
sworn statements, and presents to advertisers every ob-  
ness of its statements—books, press-rooms, everything

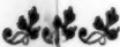
*The average Paid Circulation of the  
San Francisco Daily Examiner . . .  
During February was . . . . .*

**73,**

E. KATZ, 186

# t Blind! —

tising—so say experienced advertisers—is based upon paid  
nish advertisers with such information is, however, compar-  
space in their columns without giving the purchaser positive  
y get all he pays for, but the chances are against it. The  
paid circulation is either because it has already made mis-  
s so small that it fears to let the advertising public know  
ake a statement giving its exact net circulation—that is, the  
s—the act is quickly appreciated by the experienced adver-  
he purchases space in a paper of this kind he knows what  
eling assured that it is not a "cat in the bag" proposition.  
ew papers that makes a statement of this kind. During the  
o Daily Examiner makes a sworn statement showing the  
us. This statement shows not only the number of copies  
her San Francisco daily does this. Circulation falsification  
er. The Examiner makes all contracts on the basis of its  
ers every opportunity of assuring themselves of the truthful-  
everything open to advertisers.



# 3,619

*Copies  
Each  
Issue.*



, 186 World Building, Eastern Representative.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**Issued every Wednesday.** Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**For ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to (January 1st, 1901) the end of the century.**

**CIRCULATION:** A detailed statement of the number of copies printed of every issue of PRINTERS' INK for the year 1896, is prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last six months, 23,434 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,300 copies. The largest, 40,300 copies. The year 1896 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1895. The regular issues of PRINTERS' INK for the first ten weeks in 1896 were:

January	1	20,700
"	8	20,800
"	15	22,700
"	22	24,400
"	29	24,470
February	5	26,000
"	12	27,450
"	19	28,550
"	26	26,750
March	4	30,250

**Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.**

**Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.**

**If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.**

**NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 158 Fleet St.  
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.**

NEW YORK, APRIL 22, 1896.

TWO veterans of the advertising profession were discussing business prospects the other day and PRINTERS' INK took note of the conversation. It was conceded that the outlook is not as promising as could be wished, and that newspaper men are not at present strolling over any path strewn with roses. The *Ladies' Home Journal*, the *Youth's Companion*, *Comfort* and *Munsey's Magazine* have nothing to complain of apparently, but one-cent journalism among the dailies surely must bring up problems that prove difficult to solve. Then they spoke of the New York papers and the *Journal's* meteoric progress was referred to. "I cannot help feeling," said one, "that that man Hearst has struck it. He has done what he alone could have done. The success is as conspicuous, as mysterious, as actually present as the electric light. It is here, we see it, we know it, and it is Hearst that has done it. He has created a great property and it will grow and grow. He alone has done it. It was not his money, though that was useful. It was not the men he has gathered around him, though

they too were needed implements, but the success is attributable solely to him, to Hearst, to his personality, to the man. Nothing succeeds like success, and it is upon a recognized, a phenomenal success that the young man from the other side of the continent is already rearing a colossal structure—upon a foundation already plainly seen to be wide and broad and strong enough



to sustain any weight and height its projector may aspire to construct. He will do what before has not been done. It is as certain as fate."

WHITE space judiciously used is never wasted.

PUBLIC attention has been altogether too much diverted from the essential merit of Dr. Morgan's course in presenting to his congregation on Easter Day what he modestly esteemed to be a better sermon than, with his pressing engagements, he could himself prepare. It will be remembered that Sir Roger de Coverley, in disposing of the living in his gift, even stipulated that the incumbent should prepare no sermons, but should read those of established reputation. It is to be hoped that Dr. Morgan's example may be followed by other clergymen who are too busy to write as good sermons as they can find. Only, as a matter of prudence, it may be commended to them not to leave their congregations in doubt about the authorship.—*New York Times*, April 14th.

PRINTERS' INK is of opinion that with sermons, as with advertising, what people require is merit rather than originality. Let clergymen everywhere use the best sermons they can find, and the cause of the Christian religion will be advanced thereby.

THE gleanings from advance sheets of the American Newspaper Directory printed in this and other issues of PRINTERS' INK are so many rays of light thrown upon the work, enabling the observer to detect flaws wherever such may exist. A fault discovered and pointed out may be remedied and caused to disappear from future issues, but so long as a fault remains unknown or unsuspected its cure is not probable. Every publisher of a newspaper who placed on file at the Directory office a true statement concerning all the issues of his paper for the year 1895, and signed and dated it, and who finds, when the Directory appears, that his paper is not rated in accordance, is promised a written apology and a check for \$100 for the discovery of the error.

A RULING has recently been issued by the Postmaster-General utterly at variance with the law and exhibiting a disregard of all precedent. By this ruling publishers of newspapers and periodicals cannot send reprints of back numbers to subscribers at the pound rate of postage as second-class mail matter, and a newspaper or periodical that changes the frequency of its issue loses its status so far as back numbers issued before the change or reprinted afterwards are concerned. So long as a periodical is issued consecutively and as frequently as four times a year, the Post-Office is required to transmit it to subscribers and newsdealers at the pound rate postage. This ruling is an amendment to the law, and not an interpretation of it, and places restrictions upon periodicals in contravention of law and custom of half a century. It is not warranted by law, usage or public policy; nor is it sanctioned by good faith on the part of the Government.

*—New York Tribune, April 10th.*

THE April issue of *Art in Advertising* is worth the price of a whole year's subscription.

A NEW YORK dealer in medicinal tablets received last week an order to send six dozen boxes of his goods to a druggist doing business in San Francisco. The entire shipment weighed sixteen pounds. To send the goods by express would cost \$3—that being the rate for twenty pounds adopted by the express combination, and sixteen will not be carried for less. The goods were finally forwarded by mail at a cost

of \$2.46—a saving of 54 cents; but to go at this price they had to be divided into six packages, each one separately addressed and prepaid by 41 cents in stamps affixed.

WHAT Mr. Loud's grievance is against education and the spread of intelligence we do not know, but we make a very loud protest against his bill that proposes to cripple the circulation of newspapers, magazines and periodicals. The spread of intelligence is none too rapid now, and if, as this bill proposes, all "sample copies of newspapers, journals, magazines, periodicals and books, or reprints of books, be excluded from the mails as second-class matter," the growth of national intelligence will receive a most serious check. Mr. Loud cannot probably have studied and appreciated the immense influence that cheap mailing privileges have had upon the intellectual growth of civilized nations, and the struggle that the people have had with the various governments to procure cheap mail service. The representatives of the people in Congress should be mindful that legislation must be progressive, not retrogressive.—*Pacific Medical Journal, April 1896.*

IS there in this world any more absurd idea than that the low price of postage on second-class matter puts a profit in the pocket of the publisher? It is this low postage that makes possible the ten-cent magazines and one-cent daily papers. Increase the cost of postage even the smallest fraction and the reader will instantly be called upon to pay one or two cents more for every copy bought.

THE picture ought to suggest the subject of the advertisement, and the advertisement ought to appear to have suggested the picture. Such a picture is of the greatest possible value, and if executed by a really skilled artist is of both use and ornament. There are many advertisement illustrations which always recur to one's memory, and are almost indelibly printed there. They thus form a permanent advertisement, and fully justify their existence.

HONESTY is the best policy. The interests of the debtor class are identical with the interests of the nation. The way to make loans easy is to make the standard sure. The way to "make trade good" is to create confidence. This confidence will come only from legalizing the existing monetary unit, that is, defining a "dollar" to be explicitly and exclusively 25.8 grains of standard gold. It is granted that such a dollar is not invariable in value. No dollar is. But it is infinitely more certain and dependable than the risky standard we now possess.—*The Bond Record, N. Y., April.*

## ON THE SETTING OF ADS.

Compositors who put advertising matter into type should study the principles of advertising, so far as it is affected by the use of type—and that is a most important part of the power and usefulness of advertising.

A compositor who has the proper idea of the force of type, and some notion of the object of advertising, can not only make himself a very efficient aid to the advertiser, but can build up for himself a reputation that will be valuable to himself.

Advertisers in general know but little about type. They write their copy to bring out certain facts and features regarding their business that they wish

may be yielded to. There are advertisers who labor zealously and successfully to render their efforts nugatory and squander the money they expend. For such, there is no relief in the composing room.

But there are many advertisers who depend upon the compositor to give every advertisement its typographic character, and they are willing to submit to reasonable changes and variations.

When the compositor gets this sort of copy he can do a great deal by applying to his work some ideas that tend to illustrate the new spirit that has begun to make itself dominant in the advertising business.

Every advertisement has within it an

## AT 76TH STREET AND 3D AVENUE.

Overstocked Warerooms.

Compel Us to Make a General Reduction in Prices.

## FURNITURE, CARPETS, OILCLOTHS, BEDDING, Etc.

EVERYTHING FOR HOUSEKEEPING.

*Curtains, Portieres, Baby Carriages, Clocks, Crockery,  
Tinware, Stoves, Refrigerators.*

LOWEST PRICES.

BEST QUALITIES.

LIBERAL CREDIT SYSTEM.

J. BAUMANN & BRO.,

1313-1315 THIRD AVE., BET. 75TH AND 76TH STS.

ELEVATED RAILROAD 76TH ST. STATION. 3D AVE. CABLE CARS.  
OPEN SATURDAYS UNTIL 10 P. M.

ORIGINAL ADVERTISEMENT IN DAILY PAPER.

the public to take notice of, and its construction generally suggests to the compositor the use of a great many display lines. When this suggestion is carried into type, the general effect is usually a blur upon the readers' sensibilities. Nothing appeals spontaneously to the eye, and the advertising fails of the chief office of advertising, which is to attract the attention of readers who make no conscious effort to observe the advertising columns.

This is a proposition that brings up a line of difficulties that are often regarded as too great to be successfully coped with. They do in many cases make it impossible to effect anything of benefit to the advertiser, and then

idea that is vital to its usefulness. To discover this idea and express it in type—or so suggest it that the reader will find its force—is the highest office of the advertisement compositor.

There are many elements that enter into this appreciation of the type-language of advertisements, but if it is always kept in mind that the chief office of an advertisement is to lodge a suggestion in the mind of the reader, the way will be often made plain to give an advertisement a character and a value that will make it distinctive, and enable it to fulfill its true mission much more satisfactorily than it could were it to be set in the perfunctory manner its original construction suggests.

By this it is not meant that compositors should change copy, to alter its sense, or ever to alter its wording; but that in laying out the display, particular thought be given to giving it a character that will convey to the newspaper reader an idea, without conscious attention to the advertisement.

To accomplish this it may be necessary to set the matter in plain type enclosed by a border, or to set a large proportion in small body type in order to leave space for one striking line with a field of white space to intensify its effect.

The appearance of an advertisement in proof is no sure guide for estimating its strength in the printed page, because in the paper the news matter and the

read and its appearance to the eye, at the first glance, is repellent. It should attract and it might have been set to attract with less expenditure of time and less study. We present the same advertisement greatly simplified and we think greatly strengthened. It is certainly much easier to set this way in the original form, a much handsomer feature of a newspaper page, and much more likely to catch the eye of the rapid reader.—*Newspaperdom*.

#### A HARLEM IDYLL.

She lived in a flat.

She was tired out with house-cleaning, but when the postman rang the bell she left everything and ran down three flights of stairs to open the letter-box.

Inside she found a paper circular, "How to Beautify Your Lawn."—*Puck*.

At 76th Street and 3d Avenue, overstocked ware-rooms compel us to make a

## General Reduction

in Prices. Furniture, Carpets, Oilcloths, Bedding, etc.—everything for housekeeping. Curtains, Portieres, Baby Carriages, Clocks, Crockery, Tinware, Stoves, Refrigerators. Lowest Prices. Best Qualities.

## Liberal Credit

J. BAUMANN & BRO., 1313-1315 3d Ave., Bet. 75th and 76th Sts.

Elevated R. R., 76th St. Station. 3d Ave. Cable Cars. Open Sat. until 10 P. M.

THE SAME ADVERTISEMENT RESET.

other advertising constitute an environment very different from the field of white paper the proof-slip furnishes. This is an important element to allow for. Many an advertisement which presents a strong and original appearance in proof flattens and become featureless in the type page, simply because the environment was not considered when it was planned.

To illustrate and enforce this idea, we will take an advertisement, almost at random, from a daily paper, and reset it according to the principle here laid down. This advertisement has been labored over by some compositor, and an attempt made to emphasize each idea in the copy. The result is extremely unsatisfactory. It is difficult to

#### THEY READ CLIPPINGS.

The Postmaster-General is said to be a subscriber to three different newspaper clipping bureaus, and they are expected to supply clippings from all the papers which publish anything, good, bad or indifferent, about the Postmaster-General or the postal service. When a new line of policy in connection with any branch of the service is announced, the Postmaster-General likes to see the editorial comments of the leading papers of the country. In that way he often receives valuable suggestions and frequently acts upon them. Any reference to postage stamps or the finances of the postal service, subsidies, mail contracts, etc., are sent to the second assistant. All matters referring to appointments, the free delivery service and all questions relating to postmasters are laid before the first assistant, and by this means the post-office officials are kept pretty well informed what the press of the country is saying about the mail service.—*Clipping Collector*.

## THE NEW YORK SPECIAL AGENTS.

## FRANK HART.

FRANK HART was born in Palmyra, Mo., in 1862, and received his education there. He became connected with the Kansas City *Times*, as reporter, in 1883. Shortly afterwards he became



city editor, and afterwards managing editor. In 1895 he came to New York as Eastern representative of the *Star*, and now represents that paper, with offices in the Times Building.



D. M. FOLTZ.

D. M. FOLTZ was born in Des Moines, Iowa, in 1869, his parents moving to California shortly afterward, where he secured a good common school education. His first newspaper

experience was with the San Jose *Mercy*, in 1885, of which Chas. M. Shortridge was editor and proprietor. He remained with the *Mercy* for nearly ten years, and then went to San Francisco and acted as advertising solicitor for the San Francisco *Call*. He was sent to New York in October, 1895, as special representative for the *Call*. Mr. Foltz's office is at 34 Park Row. Mr. Foltz's mother is Mrs. Clara Foltz, the celebrated lawyer.

## FRANK S. GRAY.

MR. FRANK S. GRAY was born at Tiffin, Ohio, in 1857. In 1876 he became publisher of the *Interior*, of Chicago, a high-class religious weekly owned by his father and the Cyrus H. McCormick estate. In 1888 he came to New York to accept the position of business manager of the *Mail and Express*, then owned by Elliott F. Shep-



erd. Two years afterward he became a special agent. Mr. Gray has pronounced literary taste and talent. In 1885 he published a volume called, "For Love and Bears," dealing with life and scenes in the Northwest, of which 20,000 copies were sold. "Little Blind God on Rails," published in 1886, circulated to the extent of 25,000 copies. It was a series of railroad sketches, and was published by Rand, McNally & Co., of Chicago. Mr. Gray's office is in the Tribune Building. He represents the following newspapers:

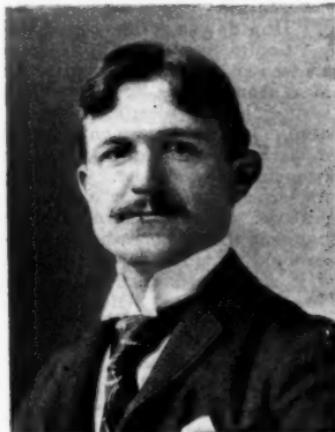
DISTRICT OF COLUMBIA.	
Washington.....	Times
	INDIANA.
Columbus.....	Republican

Crawfordsville.....	Argus-News
Evansville.....	Tribune
Fort Wayne.....	Evening Post
Indianapolis.....	Daily Reporter
Indianapolis.....	Sentinel
Jeffersonville.....	News
Lafayette.....	Call
Logansport.....	Journal
Madison.....	Democrat
Michigan City.....	News
Muncie.....	News
New Albany.....	Ledger
Richmond.....	Palladium
Shelbyville.....	Democrat
South Bend.....	Tribune
Terre Haute.....	Express
Vincennes.....	Commercial
<hr/>	
PENNSYLVANIA.....	
Scranton.....	Tribune
<hr/>	
WISCONSIN.....	News
Milwaukee.....	

One of Mr. Gray's papers, the Crawfordsville (Ind.) *Argus-News*, has been accorded the distinction of being No. 25 on the list of those who have imposed upon the American Newspaper Directory by furnishing a circulation report afterwards proved to be false.

#### GEO. E. RANDALL.

GEORGE E. RANDALL was born January 4th, 1863, at Fort Wayne, Ind. He attended the district school and



the high school. He studied law for a few years, but found it too dull. In 1885 he left Fort Wayne and became connected with the Kansas City *Star*. He started in the advertising department, but was soon placed in charge of the circulation, which position he held until 1890, when he was overcome by hard work and too close attention to business, and was sent abroad. He returned to his old position within a short time, and in 1891 was sent to New York as special representative, which position he held until November, 1894.

He then went to Chicago as business manager of the *Times*, and retained that position until the consolidation of the *Times* and *Herald* in 1895, when he was sent to New York as special representative of the *Times-Herald*.

#### J. D. LORENTZ.

J. D. LORENTZ was born on Jan. 31, 1862, at Elmwood, Ills., near Peoria, and secured a common school



education there. His first employment was with the banking house of Zell, Hotchkiss & Co., in 1876, with whom he remained for three years. He then went to Chicago to work for the First National Bank. In 1880 he went to Kansas City to work for the *Times*. In 1883 he became connected with the Omaha (Neb.) *Herald*, and very shortly afterwards came to Galveston to work with the *News*. In a few months he was sent to New York as Eastern agent. Mr. Lorentz's office is in the Tribune Building. He now represents :

TEXAS.....	
Galveston.....	News
Dallas.....	News

#### A RETRACTION.

A small provincial paper, referring to a man who had a reputation for a careless toilet, announced as follows:

"Mr. Makeup will wash himself before he assumes the office of parish clerk."

On reading this, Makeup was furious, and he demanded a retraction, which the paper made thus:

"Mr. Makeup requests us to deny that he will wash himself before he assumes the office of parish clerk." — *Tit-Bits*.

◆◆◆

He talks no more of seasons dull,  
His sales are daily growing;  
Persistent advertising wrought  
This hoped-for, welcome showing.

## BILL POSTING.

HOW THIS CLASS OF WORK IS CARRIED  
ON IN NEW YORK CITY.

How often one looks out from one's front windows in the morning at a blank bill-board, ugly in the extreme. And then at night, when returning from shopping or business, one looks again. Lo! a transformation. The bill-board is gay with flaunting posters. Perhaps a beautiful woman in scanty attire greets one's sight; perhaps a huge lion shaking the bars of his cage; perhaps a pretty child smiles winsomely down; perhaps one of those Aubrey Beardsley nondescripts rampant startles and amuses one. Reds, yellows, violets and greens, a phantasmagoria of color and shape, a carnival of shapely forms in pink or black tights, a mélange of weird and bizarre effects have taken the place of unadorned plain, everyday, commonplace wood.

How has it all come about?

The business of bill posting has come to be most important. In New York it is a greater art and a more successful occupation than in any other city in the country. It is practically controlled by three firms, A. Van Buren & Co., Reagan & Clark and Harry Munson, the latter commanding fully one-half of the trade.

Munson, who has been in the business nineteen years, was the first contractor to furnish advertisers with a list showing where their paper was placed. Before that if advertisers presumed to ask the contractor in what parts of the town he had placed their posters, they were curtly told to go out and hunt them up. But Munson adopted a more just plan, and the result has shown in the building up of his enormous trade.

His headquarters are on Duane street, and here one may learn all sorts of interesting details about a business closely allied to the commercial and amusement interests of the town.

"How do you post New York?" I asked.

"To properly post New York," replied my informant, "from the Battery to the city limits, requires 10,000 sheets, which cost the advertiser \$350, at  $3\frac{1}{2}$  cents a sheet to the commercial trade and 4 cents to the theatrical customers. About \$75 a week is the average theatrical expenditure for billing. If the contractor gets \$100 a week from this class of custom he thinks

himself very fortunate. It is the commercial trade on which he relies."

"How is a poster made up?"

"A poster is made up of sheets 28x42 inches. An eight-sheet bill occupies a space on the board  $9\frac{1}{2}\times7$  feet full. All bill-boards are about the same height. Such a display costs the advertiser \$28 per 100, or 28 cents a week each."

"For how long do firms usually contract?"

"As a rule, firms contract for a run of the boards for two months, though many of the largest advertisers contract for a much longer period. The Franco-American Foods Company, one of the largest commercial advertisers, runs a contract for seven months. Barnum and Buffalo Bill are the largest theatrical advertisers, their posting in New York, Brooklyn and Jersey City costing \$10,000 a season. The tobacco trade is eagerly sought by contractors, it being excellent custom. The liquor trade is not so good, possibly because it is not so necessary to advertise an article which men think they must have."

"How do you get the contracts?"

"Contractors have capable canvassers who visit leading firms to get their ideas about posters. Suppose the advertiser has an idea, a design, in his head. It is first drawn on heavy paper in black and white, or in colors, as the customer may choose. Then, contractor and advertiser consult and criticise. Finally, when decided upon, it goes to the printer, who engravés it on wood or stone, as demanded, and it is reproduced exactly as the artist drew or painted. Often seven or eight different colors are used, and there is a method whereby one color is laid over another—red on white or red on purple. Thus, by running red ink over other colors several different shades may be obtained."

"And then?"

"Fresh from the printer's hands the poster is folded in such a way that a workman who cannot read can put it up just as well as one who can. All the work is done from the outside in. Next it is marked by the foreman of the men, who is furnished with a list of the boards on which it is to be displayed. The advertiser furnishes the paper only. All the other expenses are borne by the contractor."

Munson has eight large wagons, furnished with ladders, paste cans and

brushes. These start out at 8 o'clock every morning, each wagon carrying two men. Then there are twelve men who do the foot routes. The wages of these workmen are \$2 a day, hours from 8 to 6.

Rentals for posting space in New York are very large. They will run from \$9 to \$100,000. Some are paid monthly, some quarterly and some yearly, the lower rentals being paid monthly. For 85 feet at Broadway and Thirty-sixth street, which is a most desirable location, contractors pay \$195 quarterly. Forty-second and Broadway, also very desirable, brings \$900 a year. Broadway and Bleeker is another location coveted by the contractors, and which commands a big price. In fact, Broadway all along commands special rates, running from \$2 to \$12 a stand, 28 sheets, 7 long by 4 high. The upper part of town, about Central Park, is not nearly so expensive.

A successful poster must be novel, bold, striking, audacious, perhaps—anything which will stand out in frank relief and command the attention of the passer-by. The reason of the apparent success of The Yellow Book type of posters lies simply in their novelty. A prominent contractor says it is merely a fad like the new woman, and, like her, will soon vanish into thin air.—*Edith Sessions Tupper, in the Saratogian.*

#### AN AD THAT DIDN'T PAY.

The following actually occurred in London some years ago. A gentleman had occasion to go into a shop one day to purchase an umbrella, and, as he told the shopman, was prepared to pay a good price for a genuine article. A sale was speedily effected, and the gentleman returned home, with the reflection that he had an article that would stand many a day's rain. It was about a fortnight later that the umbrella was first called into use, and at the end of the day it presented such an appearance that the gentleman hastened to its original owner, demanding a new umbrella or his money back. He got no recompense, however, and the following day a bogie man might have been seen parading X—street, where the umbrella shop was situated, carrying the inevitable umbrella, which bore these words: "Bought at R—'s, X—street, a fortnight ago; cost 12s. 6d., and was out in yesterday's rain for the first time, with this result." Needless to say, the shopkeeper was much annoyed, but, so far, held his peace. But when the following morning the bogie man made his reappearance, the shopkeeper could stand it no longer, and sent the owner of the offending umbrella a new one.—*Pearson's Weekly.*

Y'LL waste your milk if you try to put a gallon into a quart measure. You'll waste the good of advertising if you over-fill your space.—*Shoe and Leather Gazette.*

#### THE FARMER'S WEIGHTS.

The French-Canadians are not without a sense of humor, and they highly appreciate the following story, told of a prosperous baker in a town not far from Quebec:

The baker was in the habit of buying his butter in pound balls, or rolls, from a farmer with whom he did a good deal of business. Noticing that these butter balls looked rather small, he weighed them, and found that they were all under a pound in weight. Thereupon he had the farmer brought before the magistrate and accused of dishonest practices.

"These butter balls," said the judge to the farmer, "certainly weigh less than a pound."

"Have you any scales?"

"I have," said the farmer.

"And have you weights?"

"No, no weights."

"Then how can you weigh your butter balls?"

"That's very simple," said the farmer.

"While I've been selling the baker butter, I've been buying pound loaves of bread from him, and I use them for weights on my scales!"

#### THE STORY OF EINSTEIN.

A few years ago a New York clipping bureau was called upon to furnish regularly a large assortment of American jokes to a London periodical. More than 50,000 native flippancies were forwarded to this English paper during a single month. Among others the following joke was sent to London:

"What caused Einstein's fire? Too much inflammable material?"

"No. Too much insurance."

The London periodical reprinted this, but gave no credit to its American origin. By a most peculiar chance it happened that a man named Einstein had just been burned out in London. He at once sued the London periodical for libel and demanded heavy damages. Months had passed since the joke had appeared in this country, and the task of finding its origin was a difficult one. The London publisher sent word to the New York clipping bureau to look up the Einstein joke and send over the paper in which it first appeared. *Mirabile dictu*, the bureau was worthy of its name. It discovered that the squib had first come out in a famous metropolitan weekly some time the previous year. The needle in the hay-stack was found, and Mr. Einstein, of London, did not get damages.—*Clipping Collector.*

#### WHERE QUANTITY PAID.

Mrs. Greathead—But how will you be able to sell such a tiny bottle of cough cure for such a big price?

Mr. Greathead—Why, very easily, my dear. You see I will make my advertisements twice as good as any of my competitors, and will have them occupy double the space.

#### APOSTLE OF PURITY.

Crummer—That's the poet Latherbrush. He is a great advocate of purity.

Gilleland—Indeed! I don't remember seeing any of his work.

Crummer—You certainly must. He writes soap advertisements.—*Chicago Record.*

#### CONVENIENT.

"He told me he liked to read my poems by the fireside," said Scrib. "Very likely," said Cynicus, "he can throw them in without getting up."—The Editor.

## THE LOUD POSTAL BILL.

Among the more recent suggestions made to Mr. Loud is one from Benj. Lillard, publisher of *Popular Science*, New York. In Mr. Lillard's letter to Mr. Loud, he says :

I would like to suggest that the Government try a plan that has never been adopted before—in fact it is the very opposite of the whole tenor of what the Department has been doing for a great many years—that is, to simplify matters as much as possible and make an effort in a business-like way to encourage business, just the same as a merchant or manufacturer would if there were a deficiency in his accounts.

If the committee would intimate in the public press that they wanted suggestions of this kind, no doubt they could have a large number, and possibly some would be good ones. If the law were so amended that publishers could inclose a postal card (with a printed address and blank order of subscription printed on it, without any writing) in sample copies at pound rates, it would create an immense demand for postal cards. This being the most profitable of all the mail matter carried by the Government, I think that within a year's time the increased demand for postal cards would more than make up the deficiency.

Mr. Loud's reply to this was in substance that it costs 8 cents a pound to transport all mail matter, and that there is no profit in handling postal cards. Mr. Lillard responded, showing that the Government gets \$1.60 per pound for postal cards, which ought not to cost, delivering and all, over 30 cents per pound. And as there is now no limit to the size, shape or weight of the subscription blank that publishers can send with second class matter, the Government could not possibly lose anything by allowing postal cards to be used in this way.—*The Bookseller and Newsman.*

## THE SPECIAL AGENTS.

*Extracts from an Editorial in the N. Y. Sun, of April 15th.*

\*\*\*\* These "special agents," it is said, are to form the cogs of a vast political machine to overawe the retail liquor dealers. \*\*\*\*

The duties of the "special agents," as defined by section 10 of the Raines law, are to investigate all matters relating "to the collection of liquor."

\*\*\*\* They may enter any place where liquors are sold at any time when the same is open, and they may examine any liquor. \*\*\*\* The "special agents" may do the same; \*\*\*\* The "special agents," therefore, can do what any other pedestrian can do. \*\*\*\* If a "special agent" finds any violation of law, it is made his duty

under Section 7 of the Raines act to immediately notify the District Attorney. \*\*\*\* Section 37 of the new law further declares that the "special agents" may, in the performance of their duties, "enter upon any premises where the traffic in liquors is carried on or liquors are exposed for sale, at any time when such premises are open." Raines appears to have been apprehensive that the "special agents" \*\*\*\* would break into saloons at such time as the saloons were closed, stimulated to such a riotous and disorderly act either by a profound sense of official duty or by an unquenchable thirst for strong drink or malted beverages, and accordingly they are twice directed otherwise. The "special agents" can enter the saloons only when they are open. \*\*\*\* Such are the limitations of their powers. \*\*\*\*

## A TEST CASE.

## A JURY DECIDES THAT DECORATIVE ARTISTS ARE ENTITLED TO PAY WHETHER THEIR DESIGNS ARE ACCEPTED OR NOT.

Much interest has been manifested by those whose interests are associated with the profession in a question on which a court decision was passed yesterday. The case in point was a suit by Herman T. Schladermundt, who is engaged in the work of designing interior decorations for the Congressional Library at Washington, and whose work figured prominently in decorations at the World's Fair. He also designed the interior of the Waldorf cafe. The case tried in the City Court involved the question whether or not an artist who had made designs for interior decoration which had not been carried out was entitled to compensation for his professional services in preparing the plans.

Mr. Schladermundt's action was instituted against Bowles Colgate, a member of the well-known firm of Colgate & Co., soap manufacturers.

On his direct examination, the artist testified that he had received a letter from Mr. Colgate, who, he said, was a total stranger to him at the time, requesting him to call upon Mrs. Colgate with reference to decorating their drawing-room in the house at No. 50 East Fifty-seventh st. The artist further testified that at Mrs. Colgate's request he prepared designs to illustrate his ideas of the decoration of the drawing-room; that subsequently he submitted the designs to Mr. and Mrs. Colgate, who finally wrote to him that they had decided to do nothing with his suggestions, and offered to return the plans. Mr. Schladermundt testified that he then sent in a bill, but that Mr. Colgate paid no attention to it.

For the defense, it was declared that Mr. Colgate had asked other artists, among them the Tiffany Glass Company, to submit sketches, and that the others had made no charge, and that the designs submitted by the various artists were only in the nature of estimates and were submitted in the same way that contractors would submit bids in

the hope of obtaining the order for the execution of the work.

The point upon which the prosecution attacked the defense was that Mr. Colgate had failed to inform the plaintiff that he had intended to make competition out of it. It appeared that Mr. Schladermundt was wholly unaware that other persons were competing, and that he submitted his designs in good faith, supposing that he alone was giving advice and drawing plans. Mr. Colgate testified that his understanding of the transaction was that it was a competition, and in support of that he referred to his letter of April 2 to the artist, in which he said: "I am thinking of redecorating the parlor in my house, and have been recommended to you by R. H. Robertson. I address you to ask if convenient that you call upon Mrs. Colgate." Mr. McIlvaine, who tried the case for the plaintiff, asked Mr. Colgate whether he considered that he had informed Mr. Schladermundt by that letter that he was to be in competition with other artists. Mr. Colgate replied that he thought that he had so intimated to Mr. Schladermundt. As Mr. Colgate did not remember having any interview with Mr. Schladermundt, and Mrs. Colgate, who had had the interview, was not present in court, this was the only testimony on the point whether it was, in fact, competition. The jury returned a verdict for the full amount for the plaintiff, to the great satisfaction of the profession, represented in court by John M. Carrere, of Carrere & Hastings, the architects; Frederick Crowningshield, Henry J. Hardenburgh, Walter Shirlaw, William S. Manning, Pringle Mitchell, manager of the Tiffany Glass Company, and Messrs. Wood & Palmer, architects. This is the first recognition by the courts of the contention by artists that they are entitled to remuneration for their professional services, even where their designs have not been accepted or carried out.—*N. Y. Tribune*, April 11.

The above case, with the decision arrived at, is not destitute of interest for advertising agents and contractors, who are occasionally led into devoting time and talent to the preparation of plans and estimates of cost for a line of advertising for some person who had no real thought of awarding the work, but wished the information for purposes peculiarly his own. [ED. PRINTERS' INK.]

### THE CHEAPEST IS OFTEN THE DEAREST.

Offices of N. W. AYER & SON,  
Newspaper Advertising Agents.  
PHILADELPHIA, April 9, 1896.

*The Kemp & Burpee Mfg. Co., Syracuse,  
N. Y.*

DEAR SIRS—Speaking of the limitations of competition, permit us to hand you the attached extract from a recent leading editorial in the *New York Herald*. It very forcibly sets forth a truth for which we have long contended. Very truly yours,

N. W. AYER & SON.  
Dictated by F. W. A.

*This is the Herald Editorial.*

"Every intelligent business man must recognize the fact that advertising is not a matter to be let out to the lowest bidder. It might be so if all papers were of equal value

as advertising mediums. But with this value in different publications ranging from nothing to the highest figure, it is contrary to the first principles of business to take the one that will do the advertising at the cheapest rates. It would be about as sensible to put in office men who might bid the lowest for the place. Fancy a great railway corporation, a bank or an insurance company selecting its president and other officers by competitive bids, without regard to their qualifications, or the manager of an extensive mercantile business or a lawyer in a suit involving millions of dollars being selected because he is the lowest bidder! The purpose in all such cases is to secure the best services for the price paid—the best returns for the money spent."

PRINTERS' INK has been favored with the above letter and a copy of the *Herald's* editorial by Mr. B. M. Holman, a representative of the Lord & Thomas Chicago Newspaper Advertising Agency, and Mr. Holman sets forth his own views on the subject as follows:

The editorial inclosed will not admit of the construction Mr. Ayer seeks to put upon it. While it is true that it would be contrary to the first principles of business to award an advertising contract to the lowest bidder when the contract is between two publications of different values, as, for instance, the *New York Herald* and the *Crooked Creek Crusher*, it would not be true in a contest between several reputable advertising agencies for identically the same service—the same list of newspapers. An advertiser wishing to use the *New York Herald*, the *Chicago Tribune*, the *Century Magazine*, the *Ladies' Home Journal* and the *Farm Journal* might request bids from three or four reputable advertising agencies, with full assurance that he would receive identically the same service from either, and at a possible saving in cost. If you have decided upon the exact kind of a house you will build, then you are ready for bids from the contractors on the specifications you have prepared; but if you are undecided as to the kind of a house to build, then you had better consult an architect, and between architects the element of competition does not enter. The advertising agent is often called upon to act in the dual capacity of architect and contractor, and in this dual capacity there is no such thing as competition; but when he is called upon to act in the capacity of contractor only, he should be willing to meet the competition of others equally skilled as himself.

B. M. HOLMAN.

PRINTERS' INK is of the opinion that the man who does a good deal of shopping around when placing his advertising contract generally succeeds in making his business not worth having. He will deal with the agent who will make the nearest approach to serving him gratis, and the service he will get will be about what the agent can afford. Good advertisers have, before now, taken their business away from Ayer and from Lord & Thomas, too, for the purpose of awarding it to some one who would do it cheaper; but PRINTERS' INK has never known of one who, by the change, actually succeeded in

getting more money's worth for his expenditure. As a rule, the advertiser is not capable of comparing the merits of two estimates, and three times out of four the estimate that appears to be the cheapest is really the dearest.—[ED.  
PRINTERS' INK.]

◆◆◆◆◆  
NOT MONEY ALONE.

A story goes the rounds of the trade press to the effect that a man in the tea and spice business in Cincinnati started five years ago with a capital of \$1,000. In 1895 he spent \$50,000 for advertising, and his trade amounted to half a million dollars.

Such tales as far as they make any impression, tend to give the idea that advertising will make a fortune if you only put money enough into it. This notion is about as rational as the belief that any foreigner can understand English if it is howled and roared at him. Deluded by half-truths, which are often more mischievous than point-blank lies, men strew their dollars right and left in frantic gropings after fortune. They keep up the struggle a while, and at last, when ruin overtakes them, they bitterly proclaim that advertising is a flat failure.

Money is not the only thing an advertiser needs. An expenditure of \$10,000 may be strict economy; an expenditure of \$10 may be reckless extravagance. The Cincinnati man chose his methods carefully. Certain people are to be reached. Certain propositions are offered for their belief. What papers and magazines do these people read? What parts of papers? Will they remember what you tell them on a sign in a trolley car? Do they enjoy slang and toughness? Do they like to have their letter-boxes stuffed with circulars?

It is easier to multiply questions than to answer them. Intricate problems must be solved, yet there are advertisers who rush on without experience, without advice, without a well-digested plan of campaign. Then, when their pile of cash sinks like a thermometer in a cold wave, they wonder what is the matter.

Moltke said he knew half a dozen ways of getting an invading army into England, but not one of getting it out. Anybody can spend money in advertising. The question is how to get it back with a handsome profit following after.—*The National Advertiser.*

ADVERTISING CUTS CANNOT BE  
COPYRIGHTED.

A very important decision to this effect has been made by Judge Grosscup, of the United States circuit court, in the case of *J. L. Mott Iron Works vs. Clow*, 72 Fed. Rep. 168. Suit had been brought to enjoin infringement of a copyright. The complainants, who are manufacturers of bath tubs, have issued, from time to time, advertising sheets containing a description of their porcelain baths, the dimensions and prices of the same, and such other information as people in that trade are interested in. The sheets also contain cuts or prints of such baths as are offered to the trade. The defendants, engaged, among other things, in a like business, have also, from time to time, issued advertising sheets or books containing like information, and, in some cases, closely copying the prints or cuts of baths contained in complainants' sheets. A comparison, Judge Grosscup goes on to say, makes it pretty manifest that some of these cuts or prints of the defendants have been copied by photographic processes, or otherwise, from the complainants' cuts or prints; and the latter so averred. The defendants took the position that the matter in question was not, in law, a proper subject-matter of copyright. Judge Grosscup holds that it was not. He says that the cuts or prints shown in complainants' sheets, in connection with their ornamental settings, may have such artistic merit as would support a copyright if offered as a work of fine art. But the United States statutes, as amended by the act of 1874, limit the right of copyright to such cuts and prints as are connected with the fine arts. And the complainants did not show that the author or designer intended or contemplated these cuts and prints as works of fine art. No copyright was asked upon them separately from the advertising sheet of which they are a part. They were not offered to the public as illustrations or works connected with fine arts, but as adjuncts simply to a publication connected with a useful art. The court, says Judge Grosscup, will not supply an intention that the author or designer has not avowed, or give to the cut or prints a character and purpose different from what their surroundings indicate.—*Chicago Dry Goods Reporter*, April 11, 1896.

## SOME MUSICAL PUBLICATIONS.

The number of people in the United States who are interested, more or less, in music, or who follow it as a profession or amusement, has been estimated at something like fifteen million. Very many of them being of foreign birth or parentage, it is not unnatural that, as a class, they are not overburdened with this world's wealth. An old lady once said that a man who was a musician was generally good for nothing else, but this has been proven to the contrary, as many of them are engaged in other profitable lines of business, and follow music only as amusement. In fact, those who follow it as an amusement or recreation are very greatly in the majority of those who earn from it their daily bread. As a purchasing element the music public is rather liberal, as far as musical supplies are concerned, and the advertising of the music trade foots up to an enormous amount. This advertising is distributed among about sixty papers which are devoted to the science, the majority of which have very small circulations. I have endeavored to describe some of the leaders of the various classes, but many which are worth mention have been necessarily omitted, as they pertain, more or less, to the stage and drama.

Among the more than sixty publications devoted to music which are enumerated in the American Newspaper Directory for 1895, less than one dozen were in existence twenty years ago. Not but that there were quite a number of periodicals published at that time, but their existence seems to have been rather sporadic.

Probably the best known of the present journals is the *Musical Courier*, issued weekly in New York, and mainly devoted to the interests of stage instrumentalists and singers, with a department devoted to the manufacturers. It averages about fifty pages an issue, weekly, has in each issue a letter from each of the music centers of the world, such as Paris, Leipsic, Berlin, Geneva, London, Chicago and Boston. Its editors and contributors have a high reputation in their field of labor, and its style attracts musicians more than a little. The instrument pages devote considerable space to new inventions, state of business, etc., etc. The *Courier* makes a specialty of adver-

tisements in the shape of personal cards of music teachers, both vocal and instrumental. Even a professional can learn much from every issue. Its circulation I should place at 10,000.

The *Musical Age*, of New York, also weekly, compares favorably with the *Courier*, but has more of a cosmopolitan and genial aspect. It devotes some space to the music trade, and its editorials and comments appeal more to the general musician than to the professional. (Circulation, perhaps 3,000.)

The *Music Trade Review*, New York, as its name indicates, is devoted entirely to the trade. It keeps its readers posted on the movements of the various houses, new laws in regard to copyright, etc., new inventions, and endeavors mainly to keep absolutely up to date. It carries a good line of advertisements, and seems to be popular with manufacturers and dealers. The circulation is about 2,500 copies weekly.

*Music* is the title of a monthly magazine issued at Chicago, about the size of Munsey's, devoted entirely to music as a science, or art, whichever you may call it. It is more technical than any of the weeklies. Its advertising patronage is fair. (Circulation perhaps 1,000.)

The *Etude*, Philadelphia, is a sheet-music size monthly devoted also to technical subjects, but they are presented in a manner suitable for students of the pianoforte. Besides the literary matter, which is of good quality and very instructive, a number of pages of piano music, with proper directions and fingering, are printed each month. The *Etude* is on the line of an instruction book printed as a serial, but the directions and literary matter are far more full and complete than could be given in any book and are of the highest order. (Circulation perhaps 12,000.)

The *Musical Messenger*, Cincinnati, with a circulation of probably 5,000, is a monthly devoted more to the interests of singing classes and societies. A little fiction is presented in each number, together with articles on theory, the rudiments, choral and church music, and news notes and gossip. An anthem, arranged for choirs, is also given as a supplement.

The *Metronome*, published by Carl Fisher, N. Y., is devoted to band and orchestra music, and is very interesting to students of instrumenta-

tion. It is devoted to band topics, theory, fingering and care of the instruments, gives valuable hints on expression and tempo, and has a music supplement, arranged for full orchestra, each month, and has a circulation of 7,000 monthly.

*The Leader*, Boston, is also published in the interest of instrumentalists. Each number contains some fiction, an article on the history of music, notes, comments and queries, criticisms, suggestions regarding instrumentation, and a music supplement. *The Metronome* and the *Leader* differ in that the former is devoted to the players, and the latter to the conductor.

*The Cadenza* is a new publication devoted to banjo music, each number containing instructions and music for that instrument. Its circulation is uncertain.

The *Musical Echo* and *Musical Gem* are monthly publications containing from six to ten selected pieces of piano music and songs each month. They each circulate perhaps 12,000 copies per issue. They are very popular in tone, containing no letter press, and perhaps reach nooks and crannies in the music world which publications of higher character would not reach. Neither appears to care much for advertising.

The *Musician*, Philadelphia, is a new monthly. It notices harmony, theory, technique, instrumentation and orchestration. It gives a dozen or more pages of piano music, with directions as to expression, etc., and also devotes a number of pages to vocal culture, the organ and the musical world in general. It is in its third issue, but looks as prosperous as if it had existed for years. The *Organ*, N.Y., is a publication containing music arranged for the pipe organ and suitable for church and concert use. It is really a book issued in twelve monthly parts, perhaps to secure the benefit of carriage at the pound rate.

The periodicals devoted to music and those devoted to the drama and opera are usually grouped together, and it is somewhat difficult to know exactly where to draw the line, but in this article only those devoted to the science of music have been given attention.

J. F. RICHARDS.

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EVEN the papers with patent insides cannot digest some of the poor advertising matter on their pages.

#### AMBITION IN ADVERTISING.

By Henry Romaine.

If you advertise you must be ambitious—that is, if you advertise successfully. Advertising without ambition is usually a failure. The very determination to advertise is an evidence of ambition—a desire to increase and better your business. But there are advertisers without any real ambition and their work betrays it. It is done carelessly, slovenly, negligently. It seems to be run without aim or object, and without any thought as to its result. It is foolish to spend money in this way. Better not advertise at all than to advertise without any plan or purpose.

The ambitious merchant has a definite idea of what advertising will do for him, and he has faith that, if it is done right, he will succeed in business. He starts advertising with the fixed belief that, pursued intelligently, it is the best aid to business prosperity that he can enlist in his service. His mind is ever set upon improving his ads, on making them the best in his particular line, on making the people talk about him and his business methods. He studies his field carefully, selects his mediums with deliberation, and makes his contracts cautiously but wisely. His ambition is to make his store the best known and best patronized in town, and he leaves no stone unturned to obtain that result. He is up to date in display and diction, never uses stale matter, never neglects an opportunity, and, however much he may know about advertising, is always willing—even eager—to learn more.

Unless by the merest chance it is only the ambitious advertiser who ever attains great celebrity and solid success. In fact it is rare for a person to succeed in any line unless he has an ambition to so distinguish himself. Want of will and lack of energy are responsible for more than half the failures in life. The courage to do and dare usually has success for its reward.

With the ambitious advertiser there is never any turning back. It is a continual progression, a restless seeking after new ideas, a constant activity in original thoughts and methods. Persevering, plucky, far-seeing and philosophical, he pursues the even tenor of his way, confident of attaining the commercial distinction he covets as a reward for his advertising ambition.

# NEBRASKA

is most thoroughly covered  
by the

# STATE JOURNAL

which has a larger daily circulation than any other morning or evening paper in the State.

It is distributed throughout Nebraska from *ten daily morning* trains out of *Lincoln* (the capital and railroad center of the State) *on which no other morning papers are carried.*

This explains why it has the largest circulation. Advertisers use it liberally because it pays them better than any other Nebraska paper.

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J. E. VAN DOREN SPECIAL AGENCY,

Publishers' Direct Representatives.

Tribune Bldg., NEW YORK. Masonic Temple, CHICAGO.

The...

# Cincinnati Commercial . . . Gazette

the acknowledged leading Republican newspaper of Ohio, is the

FAVORITE FAMILY DAILY

of the Ohio Valley, and a medium highly valued by Cincinnati's best merchants in advertising for family trade.

Bright, Clean, Newsy and Carefully Edited in all Departments, it interests and commands the confidence of all intelligent people.

Its value to general advertisers is obvious. Actual average circulation,

**Daily, 40,293 Sunday, 46,747**

**Weekly, 50,860.**

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**J. E. VAN DOREN SPECIAL AGENCY,**

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

## A SALOON AD.

BAY CITY, Mich., April 8, 1896.

## Editor of PRINTERS' INK:

With this mail I send you copy of *Town Talk*, a local weekly, in which I have marked

**Great Fire Sale!**

BILLY KIESTER WILL REDUCE THE PRICE OF HIS LAGER BEER.

FOR THE NEXT THIRTY DAYS YOU CAN GET SIX GLASSES FOR A QUARTER.

William Kiester, the popular Saginaw street caterer, never lacks enterprise, and like other prominent business men of the city, will take advantage of the recent conflagration that paid him a midnight visit.

While his wet goods were not damaged to any great extent, Mr. Kiester, for the next thirty days, will sell

**Six Glasses of Beer for a Quarter.**

In this connection it should be remembered that the beer is the best in the market and is constantly fresh.

This fire sale will include the lunch, which is served hot and free every forenoon.

Now is the time to take advantage of this great fire sale.

Remember it will last

**For Thirty Days Only.**

And during that time the freshest, the healthiest, the most palatable lager beer in the city will be set up at the low rate of six glasses for 25 cents.

Come early and avoid the crowd.

The great sale opened this morning at 9 o'clock.

an ad which goes to show the progressiveness of the saloon keepers of Bay City.

JAS. C. McCABE.

**HOW TO MAKE 165,000 OUT OF 40,000.**

NEW YORK, April 9, 1896.

## Editor of PRINTERS' INK:

A few words in reply to your comments on my article, "Advertising in Agricultural Papers."

1. My statement that the *American Agriculturist* has combined circulation of 165,000 copies is not "enormously overestimated," as you say. I think you fell into the error of overlooking the five weekly editions, as follows: Middle edition of *American Agriculturist*, 60,000 copies; Western edition, 12,000 copies; Southern edition, 9,000 copies; *New England Homestead* (Eastern edition of *A. A.*), 36,000 copies; *Orange Judd Farmer* (central edition of *A. A.*), 48,000 copies, making a combined circulation of 165,000 copies. These five weekly editions are printed and issued at Springfield, Mass., of even date, and contain practically the same matter, except that certain special articles of interest to Southern farmers, for example, are left out of the edition for the Western farmers.

2. The reference to the 160,000 of the *Farm and Fireside* was for the Western edition, while credit should have been given to the Eastern and New York State editions, which are said to be 125,000 and 30,000 copies respectively.

3. I suppose the *Farm News* has a right to complain for being ignored, but the omission to name that paper was not intentional.

Aside from these three points, I do not find anything else in your comments that calls for further explanation, unless it be to say that, in the matter of ratings, I always give in gracefully to those marked \* by the A. N. D.

Yours truly,

L. J. VANCE.

## CHICAGO IMPUDENCE.

CHICAGO, April 8, 1896.

## Editor of PRINTERS' INK:

What's the matter with the G. P. R. A. Co.? The manager appears to be enjoying "that tired feeling," or is he suffering an acute attack of sleepiness?



It is our humble opinion that your sign should be "top o' column" or "out of sight," and not on your door mat, when you feel that way. We do 't agree with you that the advertiser is altogether foolish when he cuts the string, preferring to hold it himself, etc., etc.

There are sometimes two sides to the story, but here you have given two sides to the picture by placing that little innocent trade-mark in that conspicuous and significant position. MERCY & CRITICISM.

## DRUG STORE ADVERTISING NOTES.

BOSTON, Mass., April 8, 1896.

## Editor of PRINTERS' INK:

In delightful contrast to the obtrusive sign one often sees, "Don't stand in the doorway," is this polite invitation in the show window of a pharmacy on Tremont street, Boston: "You can telephone, buy stamps, consult the directory, wait for a car, buy whatever you wish and be pleasantly served in this store." A leading druggist displays these sentiments prominently in his advertisements: "I make my money not by being close, but by selling close." A prominent drug store now runs a coupon in the dailies good for a glass of soda water when clipped out and presented by an adult, and they claim it's a paying advertisement, as enough sales are made of other goods to cover the cost of giving away the soda. AD-AGE.

## SCARBORO WINS.

Office of JOSEPH WETTER & CO.,  
20 and 22 Morton St.,  
BROOKLYN, N. Y., April 11, 1896.

## Editor of PRINTERS' INK:

It may interest you to know that the prize of \$100 for the best booklet, advertised in your columns, was awarded to Jed Scarboro, of Brooklyn. There were 47 contestants. It may also interest you to learn that PRINTERS' INK brought forth many replies from nearly every State in the Union and two from foreign countries. To show you what we think of your valuable paper, we inclose herein an ad of the Wetter Numbering Machine, which please run under the Printers' heading. Here's for unbounded success. Yours very truly,

JOSEPH WETTER & CO., Per W.

## PRINTERS' INK.

A QUARTER OF A CENT A LINE.  
 Office of The Big Tri-Weeklies.  
 "CLINTON COUNTY ADVERTISER."  
 "IOWA STATE ADVERTISER."  
 Combined Circulation over 10,000 copies  
 each issue.  
 FAY BROTHERS, Publishers.  
 CLINTON, Iowa, April 8, 1896.

*Editor of PRINTERS' INK:*

We have been noting your articles in relation to basing a price on advertising on actual circulation at so much per thousand. It is, we believe, the coming way for estimating advertising, and in accordance with this we one time ago made our rate card on that basis. If advertisers would place their advertising on such a basis, and take only the guaranteed ratings in the American Newspaper Directory or some other proof equally acceptable, you would find all of the papers endeavoring to take advantage of the specially guaranteed ratings in the Rowell book. Our price for advertising in large quantities is on basis of a quarter of a cent a line per thousand circulation, and we notice that none of the large papers which you quote have figured on a basis as low as this. If we are too low we had better raise the rate.

Respectfully, FAY BROS.

## ENTHUSIASM IN SPRINGVILLE.

SPRINGVILLE, N. Y., April 13, 1896.

*Editor of PRINTERS' INK:*

The two dozen PRINTERS' INKS coming weekly to Springville are conducive of much good. Among those that go to local dealers and advertisers is one to Mr. Geo. D. Jones, our ad man, who writes many ads for local houses. Some of his work is exceptionally good. Mr. Jones is very enthusiastic and PRINTERS' INK is his delight.

Since coming in here last November we have done great work in the advertising field. Ads enlarged, improved, new ones begun. PRINTERS' INK has been a valuable assistant.

Respectfully yours,

VAN HORSEN & HAYDEN,  
 Proprietors of the Springville, N. Y., News.

## ULTIMA THULE.

The most northern paper published in the world is issued in Godthaab, the capital of Greenland, and is called *Sasesof*, says the *Typographische Jahrbücher*. It is a semi-monthly, published for the natives by a Herrnhutter missionary named Moller, who fills the positions of editor, compositor, pressman and newsboy. The first copies printed contained rude drawings, which would arouse the curiosity and stimulate the imagination. Later on followed letters, syllables, words, and at last complete sentences, which were put together to make short reports of daily occurrences. In this manner Moller literally taught the natives to read. Naturally they reposed the greatest confidence in him, and consider him their apostle.—*Inland Printer*.

## FEMININE ECONOMY.

"A dollar," she exclaimed when the clerk had told her the price. "Why, that's exorbitant."

"We can't afford to sell it for any less," replied the clerk.

"Well, I know where I can get it for less," she replied, "and I am too good a business woman to pay more than a thing is worth." And then she marched out of the store and paid 10 cents for car fare to go to a place where she could get the same thing for 99 cents.—*Exchange*.

## POSSIBILITIES OF THE SEMI-WEEKLY.

Office of "THE BRITISH WHIG," Edw. J. B. Pense, Proprietors. Established 1834. Daily, Semi-Weekly, Weekly. The Only Newspaper Having a General Circulation in Eastern Ontario. KINGSTON, Ont., April 13, 1896.
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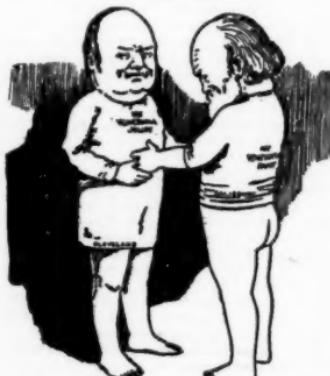
*Editor of PRINTERS' INK:*

A deal of correspondence and inquiry is going on regarding the respective merits of weekly and semi-weekly papers. The *British Whig* has tested this matter as possibly few others in small cities have done. In November, 1894, the rival newspaper changed to semi-weekly, making special claims of giving two eight-page papers a week in place of one for \$1. The *Whig* could not swing over a circulation of 6,700 weekly and carry its heavy advertising without severe loss, and to meet the rivalry was forced to issue a semi-weekly also, and to announce that any subscriber who desired the semi-weekly could have it in place of the weekly. During the year and five months that this offer has been open, the semi-weekly has only risen to the number of 1,381 copies, of which only about 1,000 have been taken from the regular issue of the weekly. The publishers of both papers in the city have expressed themselves as being tired of the semi-weekly. The same reading matter appears in both papers, the four inside pages of the weekly corresponding to Monday's semi-weekly, the four outside pages to Thursday's.

EDWARD J. B. PENSE.

**NOTICE.**—I, the daughter of Gurjee Dogee, do hereby declare that about four years ago I was betrothed to you, Mojettee Barotsee; that though my uncle has often, since then, sent word to you to come and Marry me and be done with it, still you have perversey kept away all this time. Thus, I have been wasting my bloom of youth upon nothing, and am beset with many temptations. As a last resource, therefore, I do hereby call upon you to grant my prayer, according to the Customs of our Caste, within fifteen days of the publication of this Notice. If you do not do the needful within the period, I'll take to me another Husband, with which transaction you will have nothing to do.

—From the Kattewar State's Gazette, India.



"My mother uses Monroe Doctrine Soap."  
 "Mine doesn't."—*Chicago Inter-Ocean*.

## A GOOD THING.

A gentlemanly young man did McComb the honor of visiting the town last Friday. He spent nearly two days in our village. His mission was to give instruction in advertising, accompanying the theoretical explanation with a practical illustration. He first came to the *Record* office and made a contract with us, under which we were to print certain specified matter on 8,000 grocer's sacks, in consideration of his paying to us \$8 in lawful currency of the realm. He then went to three grocers, and arranged with them, in consideration of their furnishing the sacks, to have the card of each printed on said sacks free of charge. Then he took a tour among the business men, and eloquently discoursed to them on the great increase in business that would immediately follow to each, provided he had a card relating to his business printed on these 8,000 sacks, for the small sum of \$3.00. He found eight men susceptible to his arguments, before whose eyes danced visions of inflowing wealth as the result of such a judicious investment.

Under this plan, each grocer gets 2,666 sacks with 8 cards printed thereon. He piles them away under his counter. As the large majority of groceries now come in neat packages or cans, the use of sacks is very limited. Probably 25 a day would exceed the requirements of either of these grocers. Let us suppose each uses 25 a day, then in about 105 days all the sacks would be distributed. As the customers of a grocery do not vary greatly as to identity from day to day, these sacks will be continually going into the same houses; so that one family might get 50 to 100 of the sacks during the time of distribution. Of course, as each sack comes into the house all the members of the family suspend all other business, and go to work to read the business cards printed thereon. The man who cannot see how rapidly his business must increase under such a plan of advertising, must have gone to school where logic was not taught, and we would recommend that he attend the meetings of the polemical society. We are glad to have one of these advertising missionaries come around occasionally. In this case the easy talking missionary picked up \$24. He gave the hotel man \$3.00, he gave us \$8.00, and he rode out of town with \$13.00. He told us he did about three towns a week, thus making very nice wages, with no capital but his tongue. And we have \$8 which the men who are too sharp to advertise in a newspaper would never have voluntarily placed in our pocket. Thanks, gentlemen.—*McComb (O.) Record.*

## NOVEL MAIL ROUTE.

The route between Telluride and Smuggler, in the mountain districts of Colorado, is very precipitous, and at certain times of the year dangerous to travel. Although there is a post-office at Smuggler, the upper end of the route, the postal authorities do not guarantee a regular service because of the difficulty in keeping a trail open in the winter time. The dangerous snow slides constantly threaten destruction to the hardy miners who scramble through the snows up the steep trails to the settlement. But the practical application of the endless chain system of the inventor of the Huson tram has greatly facilitated the transportation of supplies from Telluride up to Smuggler. Great iron buckets, each carrying down the mountain a half ton of ore, furnish by their weight the active power which drives the endless chain by which they are suspended. In these buckets, upon their return,

the necessary supplies for the camp are placed. One of the buckets is painted a bright red color, and the letters "U. S. Mail" designate the use to which it is put. The daily mail for Smuggler is thus delivered as regularly across the four miles of precipice with as much safety as from Denver to Golden. From this on, and in similar localities, a free delivery system is in vogue, though not under the auspices of the postal authorities. A miner setting out for his cabin, perched somewhere far up on the mountain, will take with him all the mail belonging to his neighbors, though they may live miles either side or beyond him. At each turning-off point a small box will be found nailed securely to a tree, and upon this box is written the names of the "patrons." Here is deposited all the mail belonging in this locality. This system is maintained at the different points, and thus saves many a weary step to other miners who live out the long winter in the very heart of the Rocky Mountains. The mails are collected in a similar manner, and a case is yet to be recorded of the violation of the mails in this primitive though necessary system. In fact, any dereliction of that kind would be visited with a celerity and severity of judgment that would surprise some of our courts.—*New Ideas.*

## ENCOURAGING TRADE.

At the last New Year's Fair in Paris one of the stall-holders who had done very little business had recourse to an original method of clearing out his stock. While delivering his usual speech on the excellence of his go-centime articles, a gentleman, in a state of the greatest excitement, pushed his way through the crowd and exclaimed:

"There you are, you rascal! No wonder you can sell these things at 10 sous when you still owe me a franc and a half apiece for them. But the matter shall be looked into. I am going straight to fetch the police."

The excited gentleman disappeared. Our salesmen trembled in his shoes and entreated the bystanders to relieve him of his wares. This they were ready enough to do in the belief that they were about to get all sorts of nice bargains at a third of their real value. And the trick was done, for the pretended wholesale merchant was merely an accomplice of the cheap-jack.—*Le Temps.*

## "BOIL IT DOWN."

The advertiser who persists in crowding his space with much matter and small type makes a serious mistake. An artist strives to learn what he can leave out of a picture. The best draughtsman is the one who recognizes the telling points in the scene to be represented. It is best to leave something to the imagination, and this is equally true of advertising. You must select the essential points and present them to the public as briefly as possible. Some advertisements are absurdly garrulous—as though the writer was fearful some argument in favor of his commodity might be overlooked. This sort of advertising is commonplace and stupid. If you find it necessary to publish a good deal of matter in your announcement, then take plenty of space for it.—*Art in Advertising.*

## UNSATISFACTORY RETURNS.

Bobbs—I answered one of those personals that read "a lady who pined for congenial companionship," etc.

Dobbs—Yes, who was she?

Bobbs—Mrs. Bobbs.

## LIQUOR ADVERTISING IN KANSAS.

By C. M. Harger.

One of the anomalies of advertising is the fact that dealers in liquors find it profitable to advertise in States where the sale of their beverage is absolutely forbidden. For instance, Kansas has a constitutional amendment backed up by a whole bookful of statutes making it a crime to sell even a glass of beer, yet the liquor men are making steady progress in exploiting their wares both in the papers of the State and in other ways. The past year has seen a great advance in this class of advertising, an increasing number of papers carrying undisguised brewery advertisements as well as announcements of wine and liquor houses. These are, of course, largely in the minority, but the strong public sentiment against the prohibitory law, in many places, makes it easier for the papers to accept this class of announcements.

For the most part, however, the saloons (or "joints," as the Kansan calls them) are not yet able to make open announcements in the newspapers although they do find methods of getting before the public. At a home talent entertainment in Wichita, an opera house full of people received programmes containing this advertisement:

AFTER THE SHOW  
VISIT  
THE ARCADE.  
FINE WINES & LIQUORS.  
ANHEUSER BEER ON TAP.

And this in a prohibition State where liquor selling is punishable with fine and imprisonment! At another large meeting, a political convention in the Northern part of the State, every delegate and visitor found scattered freely about him cards containing the legend:

## DRINKS DOWN STAIRS.

FRED J. MILLER, Proprietor.

They were the right kind of drinks, too, and the delegates and visitors did not hesitate to take the hint implied in the notice.

"Blind" advertising has been one of the favorite methods of the saloonists since the adoption of the prohibitory law. Notices in the papers have included court references to "our sideboard," "popular beverages," etc., but it has been found to be wasted space and is nearly given up of late.

The brewers have been able to make some headway by means of their "tonics," "teas," etc., but the liquor dealer is not making the same success. One Kentucky firm has been able to secure insertion of notices concerning the necessity of using pure liquors, if any. This is something hardly any paper could object to.

The circulation of Kansas City and St. Louis papers is so large in Kansas and Iowa that they are utilized more generally than any other medium for liquor advertising. In the Kansas City papers which go out over Kansas each morning and evening will be found announcements like this:

## LIQUORS FOR KANSAS.

Sent in plain packages by express, etc., etc.

The average business man and leading citizen, be he farmer or merchant, takes a

Missouri paper and is thus reached in a seductive method which appeals to him the more that he is promised that his purchase shall be unrevealed.

The liquor advertising in prohibition States is undeniably increasing, but there is yet a large open field which is to be occupied to the material advantage of somebody. It is one in which shrewdness and skill are needed.

◆◆◆  
OVER-ANXIETY.

Don't be in too big a rush to get returns from your newspaper advertisements.

If a man sends for a catalogue, don't send a salesman around to pester the life out of him—the man doesn't want to listen to an eulogy an hour and a half long on your goods; he would much rather receive your catalogue or booklet and work the theory out for himself. He wants time to weigh your goods and prices against the other materials of the same kind.

Give your prospective customer time, don't crowd him. He may turn your salesman down as a nuisance, and stop considering your claim altogether—and all because you did not give the all-powerful printers' ink time to get in its own good work.

W. CHANDLER STEWART.

◆◆◆  
A WEAKNESS FOR BARGAINS.

Once upon a time a man in Maine started out to sell table covers at fifty cents apiece. After one day's traveling an idea struck him. He would charge double that amount and take the other half-dollar in cast off shoes. People imagined they were securing marvelous returns on their investments, and there was, consequently, a general ransacking of attics and out-of-the-way places for cast-off footgear, with the result that the dealer in table-covers had a rushing trade in that article. But the old shoes? Well, whenever he found a convenient hole in the road, out of sight, he would dump the old shoes into it. *Shoe and Leather Facts.*

◆◆◆  
NEWSPAPER TITLES.

Little Boy—Pop, what's the difference between an editor-in-chief and a managing editor?

Pop (an old reporter)—The editor-in-chief is the man who attends banquets and gets all the glory; the managing editor is the man who does the work.—*N. Y. Weekly.*

◆◆◆  
MODERN JOURNALISM.

Dramatic Critic—If it is agreeable to you, I'll take my vacation next week.

Editor—What about Monday night's criticisms?

Dramatic Critic—I'll fix up a paragraph for each theater, to the effect that the plot was hackneyed and the acting simply beneath contempt.—*N. Y. World.*

◆◆◆  
A POINTER FOR SUMMER HOTEL PROPRIETORS.

Seaside Boniface—I see you like our whisky.

Harold Spacerate—Yes, it's first rate.

Seaside Boniface—Well, this resort needs some strong advertising and if an unlimited supply will enable you to see a few sea serpents, and to describe them in your paper, why, there'll be no charge for it.

◆◆◆

PHILOSOPHY teaches us that gas is a non-conductor of heat, while experience teaches most advertisers that it is also a non-conductor of confidence.—*Jed Scarboro.*

## ADVERTISING TO ARCHITECTS.

*By Edward Hurst Brown.*

In advertising any building material, or any one of the numerous contrivances that enter into the modern building, there are, as a rule, three classes of persons whom it is important to reach—the architects, the mechanics who actually use the material, and those numerous people who buy a book of plans and attempt to build without the advice of an architect. Nowadays few buildings of any importance are erected without an architect. Even the modest country cottage now calls for his services, and many people realize that it is economy to employ professional advice and to rely on the judgment of the man who makes building and its materials a constant study, rather than to attempt to build without his help. Hence the architects are a very important class for the manufacturer of building specialties to reach.

How shall we go about advertising any specialty, so that we may induce architects to specify it? Hardly a day passes that the average architect, with any sort of practice, is not flooded with circulars and catalogues, many of which go into the waste basket without even being opened. I remember being in a well-known architect's office one day when the mail was brought in. He sorted out the few letters and tossed the whole batch of catalogues and circulars into the waste basket without a second glance at the wrappers. Stopping a moment to think, he said: "By the way, I believe there was a catalogue there that I had sent specially for." So it proved. This little incident serves well to illustrate how futile are the efforts of those manufacturers who spend large amounts of money to send circulars and very often expensive catalogues promiscuously to architects.

There is no better way to introduce a new material or a new specialty or appliance to an architect's attention than by personal visits. The salesman must be an educated man, and one thoroughly well posted. He must expect to be met with all sorts of arguments against the material he is showing. All the work done by the salesman would prove valueless unless the architect is constantly reminded of the goods through the advertising pages of the various professional journals. The most influential of these, as well as the oldest, is the *American Architect*, pub-

lished in Boston. Next in importance comes *Architecture and Building*, of New York. Both of these are weeklies, and probably one or the other, or both, will be found in nine out of ten architects' offices of any importance throughout the entire country. Another valuable paper for the advertiser is the *Landscape Architect*, a monthly paper published in Chicago. These all contain many illustrations of current work, which may be separately filed away, and are taken by the architects more on that account than for their reading matter. But the architects constantly refer to the advertising pages as a sort of directory, and frequently, when writing a specification, if they cannot find the advertisement of an article that has impressed them favorably, they will call for something else. The *Architectural Review*, of Boston, is a high-class semi-quarterly that appeals principally to the younger generation of architects, with whom the French training of the *Ecole des Beaux Arts* is a sort of fetish. It should be a valuable medium to advertise, particularly artistic or expensive goods. There are a number of other papers put down in the American Newspaper Directory under the head of "Architecture and Building," but, as a rule, their field is either a local one, or else they appeal more particularly to the contracting builder or to the man who wants to build without the help of an architect than they do to the leading members of the profession.

Very many firms endeavor to attract the attention of the architects by means of novelties. Many of these advertising novelties become the legitimate prey of the office boy, and do no good to the advertiser unless they have some real use about the office. Among useful novelties are wooden, rubber or celluloid triangles or T squares. They must be absolutely accurate, if the advertiser hopes for them to be kept at all. Any drawing tools but the very best are worse than useless. Paper weights, if not too ornamental, and if heavy enough to hold down a roll of drawings, are useful enough to be kept. One Philadelphia firm has distributed well made brushes for dusting off drawings, having the advertisement of the concern on a metal plate on the back. These were all kept and used. If any one wants to distribute anything of this kind, he had better take some architect into his confidence and ask

what will be most useful, before doing anything. Then let him be prepared to spend a good sum of money. The brushes in question cost about a dollar and a half apiece, but as they were carefully distributed, the advertiser deemed them worth the money. It is really best, in all cases, to let the salesman who visits the architects, carry these souvenirs with him, and give them out personally.

Some of the rolling mills publish very valuable little pocket books, bound in flexible leather covers, and containing in addition to diagrams showing the shapes of all the beams made by them, tables of strength, and other useful information that the architect needs constantly in designing structures into which iron work enters. Some time since I got up a booklet for a paint firm that was a decided success. Knowing that one of the greatest difficulties the architect has, in writing his specifications, is to remember to specify everything that has to go into the building to make it complete, I made a list of headings for all the items that go into the ordinary specification, publishing it in a small pamphlet, and calling it "The Specification Remind-er." It did not pretend to be a blank specification or labor saver, but merely a memory jogger that would make specification writing easier. I had five thousand of them sent out in sealed envelopes, with a typewritten letter. We received hundreds of acknowledgements, and many extra copies were sent for. Of course, under the head of painting, I was careful to include all the specialties made by the firm I wrote it for, with some additional details about their goods. I tested the pamphlet in writing some specifications for work I was doing myself, and in that way proved its usefulness. The actual usefulness of any souvenir of this kind is an important matter.

As to sending samples of goods there is a right and a wrong way. Many architects keep a museum in their offices, where they are glad to place specimens of building stone, ornamen-

tal bricks, terra cotta when well designed, or similar articles. But care must be taken that these are not so large as to take up valuable space, nor must the labels or advertisements on the samples be too prominent. It is enough to let the architect himself know what the material is. It is useless to attempt to make his office a place to advertise your goods to his clients. Your samples will not be kept if you make a mistake like that. Nor will any architect, whose good-will is worth having, hang up pictures or samples of varnished wood, or the like, on which an advertising card is prominently displayed. No samples should be sent to an architect until his permission is first obtained.

#### REMEMBERED THE AD.

**Friend**—As you stood on the summit of Pike's Peak, what impressed you most vividly? Was it the realization of your own insignificance or was it—?

**Traveler**—It was the sign, "Fat Shaker Oats."

#### Displayed Advertisements.

5 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**LETTERS TO LET.** \$1 to \$31 J. H. Goodwin, 1215 B'way, N. Y.

**WISCONSIN AGRICULTURIST,**  
RACINE, WIS.

**Lynchburg NEWS** { 2,600 D. & S.  
{ 5,000 Weekly.

**SUPERIOR TELEGRAM** Leading paper in Northern Wisconsin.  
**5 500 DAILY.**

**MAIL** TOPEKA, KANSAS  
Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address H. Frank Winchester, 10 Spruce St., New York, Eastern Agent, or C. Geo. Krognoss, Marquette Bldg., Chicago, Ill., Western Agent.

**The Evening**

 **Journal,**

JERSEY CITY, N. J.,

IS GETTING ON NICELY, THANK YOU.  
So are its advertisers. They find it pays.

## THE ARGONAUT

is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. • Argonaut Building, 213 Grant Avenue, San Francisco.

# If You

wish some plain facts tersely stated that may aid you in placing your advertising where it will pay you best, write to the

**Farmer's Call,** QUINCY, ILL.

## AN EASY WAY TO GET A BICYCLE



In a few years to come it will be considered a curiosity to find a horse and buggy on any of our boulevards or roads. The bicycle has superseded them. Electricity and cable cars have done a great deal, but the bicycle has done more.

If you want to ride a bicycle—and every one is riding these days—call at our store and have our Easy Payment Plan explained, or get one of our Easy Payment Plan Circulars. We make it possible for you to buy a bicycle with your spending money. Bicycles at all prices, from \$50 up to \$100, on terms that will suit any one's income. Write for plan.

**A. G. Spalding & Bros.,**  
Chicago, New York, Philadelphia.

## "Great Scott"

he cried, "is it possible that Johnston is the only printer on earth?" No, but he is one of the very few who know what you want and how to get it up to please you. : :



### Clear, Clean, Attractive Printing

is the kind that is appreciated nowadays—it is my real specialty and standby. Address Wm. Johnston, Manager Printers' Ink Press, 10 Spruce Street, New York.



Largest Net Paid Circulation  
of any Evening Paper in  
Jackson, Mich.—that's

## The Evening • Press

(Formerly The Evening Patriot.)

2,203 Daily.

The only Morning Paper in  
the City is

## The Patriot.

Daily, . . . 3,117

Sunday, 3,401

Twice-a-week, 3,046

Prices for space and copies of  
the paper of

H. D. La Coste  
38 Park Row  
New York

Eastern  
Advertising  
Manager

In a single month the

## Presbyterians

of Minnesota, dedicated ten new  
church buildings,

## All Paid for

This shows where prosperity and  
progress is during these hard times.  
The same evidences of growth are  
found in the other States of the  
*North and Central West*, in  
which the

## North ...and.. West

is circulated among the rapidly in-  
creasing Presbyterian constituency.

**North and West  
Publishing Co.,**

MINNEAPOLIS, MINN.....

# Hello...

Is this the Advertising Office of the Christian Guide,  
published weekly at Louisville, Ky. ?

Yes, sir !

Well, how about our change of copy for next issue ?

Have you ordered it ?

Yes ; order went last night, will it be filled promptly ?

Yes, sir.

What kind of Advertising do you consider best adapt'd  
to our use, display or reading matter ?

Display, as our artist says it is a splendid subject for  
illustrating and he can do excellent work.

All right, I thank you for giving it so much careful at-  
tention, and I am sure good results will follow.

.... GOOD BYE.

Always address

**H. C. HALL, Advtg. Mgr.,**

22 Witherell Street,

DETROIT, MICH.

## To School Advertisers...

**THE CHURCH STANDARD** during the past season carried 50 per cent more school advertising than during any previous year in its history.

We have received during the past year more unsolicited testimony as to its value as a medium for this class of advertising than we have received during any previous year.

It stands upon its own merits entirely. If it cannot help you fill your school it does not want your business. What it does ask at your hands is a trial. If any paper circulating in the Protestant Episcopal Church, particularly in the great Middle Belt, can help you it is

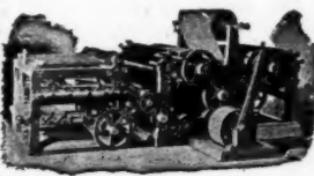
### The Church... ...Standard.

Special rate for 1896.

**THE CHURCH STANDARD COMPANY**  
Philadelphia, Pa.

## BECAUSE

We have studied the business conditions which confront the small daily in the equipment of its press-room, we have been enabled to place upon the market a press which will print your paper under the most economical conditions of operation.



The "New Model" Web is a daily persistent proof of its own merits.

*Campbell Printing Press & Mfg. Co.*

6 Madison Avenue, New York.  
334 Dearborn Street, Chicago.

## HAVE YOU THOUGHT....

of advertising in Brooklyn? If so,

## ...THE... STANDARD UNION

should figure on the first line of your list. The field it covers can't be covered by any half dozen other papers hereabouts. It is the pet of the households.

The ~ ~

# American Farmer.

WASHINGTON, D. C.

The oldest agricultural paper  
in America.

PAYS ADVERTISERS.

Published on the first day of  
every month.

OVER

100,000 COPIES....  
.....EACH ISSUE.New York Office:  
66 World Building.BYRON ANDREWS,  
Manager.

**O**PEN Thine Ears  
to Sound Argument.



A journal that reaches the best people in every city, town or village in the United States must possess merit as an advertising medium. To what extent we modestly ask you to determine

Ask for Sample Copies and Rates.

See what we are.

THE AMERICAN  
**School Board Journal**

New York. Chicago. Milwaukee.

# Anzeiger... Des Westens

ESTABLISHED  
1834THE GREAT GERMAN-AMERICAN  
PAPER OF THE WEST AND  
SOUTHWESTDAILY, . . . 8 pages  
SUNDAY, 24 to 32 pages  
WEEKLY, . . . 12 pagesThe leading, the foremost German daily of St. Louis—  
its circulation by far exceeds that of all the others.The Anzeiger des Westens pays more postage for its issue  
through the mails than any other German paper in St. Louis.The Anzeiger des Westens covers the German field of the  
West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner, but by an investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

JOHN SCHROERS  
BUSINESS MANAGEREMIL CARO  
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

"There's nothing to be got now-a-days  
unless thou canst fish for it."

—Shakespeare.

Fish for business through  
**THE PETERSON MAGAZINE.**

"Upon my life it will do wondrous well."  
—Shakespeare again.

**ENCIRCLED**                    **FACTS**  
 YOU CAN  
 MAKE NO MISTAKE

By placing your advertisement  
where it will reach

\* OVER 150,000 SUBSCRIBERS \*

© **The Union Gospel News** ©

A BRIGHT, UP-TO-DATE PAPER

Offers you the opportunity at a  
REMARKABLY LOW COST

50 cents per Agate Line. No Discount.

Published every Thursday by  
**The GOSPEL NEWS CO.**  
CLEVELAND, OHIO

**READ**

**THEM**

# The Lookout,

CINCINNATI.

Average Weekly Circulation during 1895

**GUARANTEED ... 27,733 ... GUARANTEED**



## ADVERTISING RATES:

Display, 20 cents per line.

Reading Notices, 40 cents per line.

Basis of Measurement, AGATE. Preferred position, 20 per cent extra.  
No advertisement less than five lines.

**PROOF:** Post-Office Receipts; the Subscription List; Paper Mill Account; Press-Room Register.

### DISCOUNTS For Space Used Within One Year.

250 lines,	• • • •	10 per cent
500 " "	• • • •	15 "
750 " "	• • • •	20 "
1000 " "	• • • •	25 "
2000 " and up,	• • • •	30 "

Positively no deviation from these rates.

H. C. HALL, Advertising Mngr.,

22 Witherell St., DETROIT.

January 1, 1896.



# THE NEW YORK DRAMATIC MIRROR

[ESTABLISHED JAN. 4, 1879.]

Seventeen  
Years  
Old.

In a recent issue an advertisement appeared in THE MIRROR in which the owners of Bergen Beach, Percy G. Williams and Thomas Adams, Jr., offered prizes amounting to \$500 for the best ideas for original attractions and novelties to amuse the visitors to the Beach. Over one thousand answers were received from this advertisement.

## THE MORAL IS OBVIOUS.

**HARRISON GREY FISKE**  
Editor and Proprietor.

TELEPHONE 621-38.

Business Department,  
1432 Broadway, N. Y.

"Many are called,  
But few are chosen."

# THE Syracuse Post = =

is the "chosen" representative of the  
good people of Central New York.\*

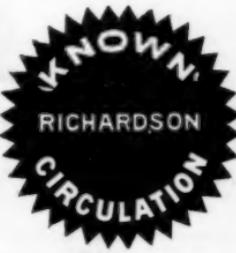
**STRONG,  
VIGOROUS  
and CLEAN.**

No doubtful advertising admitted to its  
columns. Guaranteed paid circulation  
exceeding \* \* \* \* \*



**12,000**  
Copies Daily.

**8,000**  
Weekly.



Indorsed by the Colleges, Churches, Schools,  
Merchants, Doctors, Manufacturers and  
Business Men's Association. \* \* \*  
The Post sets the pace and heads the  
procession. \* \* \*

**A. FRANK RICHARDSON,**  
New York, Chicago.

# \$1,000

in

## Cash Prizes

for

## Ad-Smiths

For full particulars send for a ninety-two-page pamphlet, telling all about the American Newspaper Directory, its aims, objects and methods. This pamphlet has been specially prepared for the use of ad-smiths in the competition invited for the \$1,000 in Cash Prizes offered for the advertisements best calculated to sell a book. The pamphlet is now ready and will be sent free, postage paid, to any address.

Address all communications to

THE EDITOR OF  
THE AMERICAN NEWSPAPER DIRECTORY,  
10 SPRUCE ST., NEW YORK.

### PRIZE ADVERTISEMENT FOR THE AMERICAN NEWSPAPER DIRECTORY—FOURTEENTH WEEK.

In response to the announcement inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, the number of advertisements received for the fourteenth week, ending April 14th, was nine. First choice was given to the advertisement on opposite page. This advertisement was written by W. H. Eastman, of East Sumner, Maine, and appeared in the *Oxford Democrat* of Paris, Me., of April 7th. In the original it occupied  $4\frac{1}{2}$  x 11 inches. The first advertisement in the competition appeared in PRINTERS' INK of January 22d. The last advertisement will appear in PRINTERS' INK of July 15th. No advertisement will be considered which reaches the editor of the American Newspaper Directory later than July 4th. The result of the competition will be announced in the issue of July 22d.

# Why The American Newspaper Directory is Best.

*Reported specially for the Oxford (Me.) Democrat by W. H. Eastman.*

[NOTE.—About twenty years ago I first became acquainted with the *American Newspaper Directory*. Even then, I think, it was everywhere recognized as the standard authority on American newspapers and their circulations. Having had occasion to use it as a work of reference every year since, I have witnessed its evolution from the best that then was to the best that now is. Let my long familiarity with the work be cited as tending to prejudge me in its favor. I addressed a question pertinent to the subject to some of the best-known American advertisers, and this article might represent the views of those having regard for such a directory, and be qualified to judge of its merits. A newspaper directory indexed by such houses as C. L. Hood & Co., "Jones of Burlington," W. L. Douglas & Co., The Cleveland Baking Powder Co., etc., cannot fail to be regarded as highly recommended.—W. H. E.]

The *American Newspaper Directory* stands unquestionably and incomparably above all others. It is first in completeness, containing not only the names of every newspaper and periodical in the United States and Canada, but also a complete description of the same. It is first in convenience, being arranged alphabetically for ready reference. It contains also an arrangement by counties, and separate lists of papers of large circulation, papers printed in foreign languages, papers devoted to agriculture, religion, etc. It is first in reliability, taking the utmost pains to secure accurate information, especially of newspaper circulations, and guaranteeing the accuracy of such circulation ratings as it is able to give in detail.

The *American Newspaper Directory* is best because most accurate. Its circulation figures of about one-third the newspapers in the United States are covered by a two fold warrant, a \$100 pledge to the publisher that his statement (when made in the form requested) shall not be altered by the editor of the Directory, and a like pledge to the public that the statement is true. In this feature of warranted circulations the *American Newspaper Directory* stands alone, and the estimated circulations of the remaining two-thirds of American newspapers are more nearly correct than the best information obtainable from other directions.

No other directory of American newspapers approaches Rowell's *American Newspaper Directory* in the breadth of its scope and the completeness and accuracy of its details. Not only is every paper in the country covered, but it gives the name of its editor and publisher, its size, subscription price, age, frequency of issue and general character, but the Directory is also a gazetteer of all towns where newspapers are published. It tells their location, population, rail-road connections, principal business, etc., making it a valuable work for general reference as well as the advertiser's indispensable guide-book.

The *American Newspaper Directory* gives every publisher the opportunity to have his circulation rating absolutely correct and covered by a free one hundred dollar insurance policy. It exposes the circulation liar and makes it unprofitable for him to utter a false report. The directory that does this is undoubtedly the best.

In our opinion the best directory is Rowell's, as it is familiarly called, more properly the *American Newspaper Directory*. It gives more complete data of newspapers and matters pertaining to them than other directories, and shows its strongest point where others are weakest, in the matter of circulations. These are as nearly correct as an experience of twenty-eight years in collecting newspaper statistics can make them, and many of them are guaranteed. He makes no mistake who pins his faith to Rowell's.

There is only one answer to the question submitted, the *American Newspaper Directory*. Its opinions are unprejudiced, unbiased and unbought. In one instance its publishers paid \$100 for exposing the false circulation report of a paper that was paying them several thousand dollars a year for advertising.

A newspaper directory is chiefly valuable to the advertiser in proportion to the correctness of its circulation ratings. In this particular there is no question that the *American Newspaper Directory* stands as did Saul among the Israelites, head and shoulders above all its competitors. It holds the unique position of being the only directory that dares guarantee the correctness of its circulation figures by a forfeit of \$100. Dependence in publishers place in the accuracy of their own work commands it to the favorable opinion of all in need of a directory on which dependence may be placed.

There is but one newspaper directory published that attempts in any effective way to bring its circulation ratings into conformity to a uniform standard, and that is the *American Newspaper Directory*, published by Geo. P. Rowell & Co., 10 Spruce St., New York. Newspaper publishers have many ingenious methods of swelling their circulation figures, such as giving the largest number of papers printed, estimated number of readers, etc. The makers of this Directory insist that every publisher's statement, to be duly accredited, shall conform to the original definition of a newspaper's circulation, shall embrace the period of at least a year, and be dated and signed. The accuracy of every statement thus made is guaranteed by a \$100 forfeit, payable to the first person proving it false, and although many thousands of circulation ratings have had the benefit of a warranty during the eight years the offer has been standing, the Directory publishers have in but twenty three instances been called on to pay the reward.

We consider the *American Newspaper Directory* the best, and every year growing better. It is the only work of its kind that has behind it an experience of twenty-eight years in directory making. All this time it has been under one management, and its constant watchword has been progress. If the "knowing how" counts for anything, the publishers of this Directory have a full share of that qualification.

The best newspaper directory ever issued is the *American Newspaper Directory* for 1886. There is every reason to believe that a directory now in preparation will be better still. It is the *American Newspaper Directory* for 1886.

The *American Newspaper Directory*, published by Geo. P. Rowell & Co., 10 Spruce St., New York; 1886 edition ready in May; price \$6.00, of book-sellers or the publishers.

# The Best . . . Advertising Medium

IS

**THE CINCINNATI POST**

**WHY?**

**IT** has the largest circulation of any daily paper in the entire West, outside of Chicago.



**IT** thoroughly covers Cincinnati and the 1,000 cities and towns tributary to that city.



**IT** guarantees a circulation exceeding **120,000** copies daily.



**THE**  
**POST**  
**PAYS.**

E. T. PERRY,  
Direct Representative,  
53 Tribune Bldg., New York,  
94 Hartford Bldg., Chicago.

*During the month of February, just closed,  
the gains made by*



...THE...

# Mail and Express

for the past two years were augmented by still another illustration that advertising in the Leading Evening Paper always brings results. In February, 1896, THE MAIL AND EXPRESS printed (190,680) one hundred and ninety thousand six hundred and eighty agate lines of advertising, a gain of (57,722) fifty-seven thousand seven hundred and twenty-two agate lines, more than 43 per cent gain, as compared with the corresponding month of last year. The paper printing the next greatest amount of advertising had (5,530) five thousand five hundred and thirty agate lines less than THE MAIL AND EXPRESS. \*

The Evening Newspaper that carries the

...Largest Volume of...  
...Advertising...

placed by the New York Merchants, who are by all odds the cleverest and most discriminating business men in the world, is

## THE MAIL AND EXPRESS

The reason for this is, that advertising in THE MAIL AND EXPRESS brings results.

# Year After Year

If you examine the files of the Chicago Newspaper Union Lists you will find that the same advertisers have remained with them year after year.



Hard-headed business men do not patronize mediums out of sentiment. Unless a medium brings returns, it is dropped as quickly as a hot coal.



The fact that they remain is evidence that it pays. And no wonder! 1450 papers, each the oracle of its own town, often of the entire county.



One Order,  
One Electro  
Does the business.



**Chicago Newspaper Union,**  
10 Spruce Street, New York,  
AND  
93 S. Jefferson Street, Chicago.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

### ADVERTISING IN GENERAL.

The March issue of that bright little paper *Push*, published at Chicago, contains a short article on "Originality." I think it is worth reprinting:

Anent a declaration of Charles Austin Bates made not long since, that he does not hesitate to adopt and adapt a good idea, whenever and wherever he sees it, some wiseacre is called upon to say that it will only be a question of time until the advertising expert's total equipment will consist of a pair of shears and a pot of paste. The wiseacre, who probably never wrote a good ad in his life and wouldn't know one if he saw it, goes on to tell of the beauty and power of originality and all that, and writes a very pretty article—only it's all tommy-rot. I suppose this same wiseacre, if he ever had business enough of importance to demand the attention of an attorney, would turn up his learned nose in fine disgust should the lawyer feel called upon to consult a law book or to look up precedents. The truth is—and it has been said a great many times—there is not much real originality in any of us, and the man who scorns an idea because it has been suggested from some external source rather than from within his own cranium, will be idea-less before many hours roll over his head.

But it takes a genius to adapt an idea—especially an advertising idea—to his purpose. It is the easiest thing in the world to spoil a good idea in the using of it; haven't you seen it done hundreds of times? So it isn't every man with a pair of shears and a paste pot who can become a good advertiser, any more than a lawyer's ability depends upon the extent of his library. It is brains that count in both cases.

\* \* \*

An advertisement writer of my acquaintance recently received a proposition from a man who wanted an ad written to submit in a competition, the winner in which was to receive a \$100 bicycle. He said that if the advertisement proved to be the winner of the wheel he would pay the ad writer \$10. This offer was made in perfect seriousness and the humor of it was not at all apparent to the maker.

The trouble with most of the prizes offered in advertisement writing competitions is that they are not big enough to interest really good writers. Generally the prize offered to the prize winner is about what would have to be paid if the advertiser went to any writer from whom he might reasonably expect high-class work. Even

a very large prize would not attract the best writers.

The PRINTERS' INK Vase competition elicited more good advertisements than are generally secured in cases of this kind, and in this case it was not the intrinsic value of the vase that made it specially desirable, but the fact that it was offered by PRINTERS' INK.

\* \* \*

I have very nearly escaped being "bluffed." A few weeks ago I reproduced an ad of the Iver Johnson Bicycle, which I criticised adversely because it contained what seemed to me a parody on some verses in the Bible. Shortly afterward the writer of the advertisement sent me a long communication taking me severely to task for my criticism, and saying that the ad complained of was like nothing at all in the Bible, that it was merely an example of "Old English."

This communication I declined to publish because I still believed I was right in my criticism. The writer thereupon sent it to the excellent paper called *Brains*, and there it was published in part, with the comments of the editor, as follows:

#### A QUESTION OF SACRILEGE.

A few weeks ago we reprinted, without comment, the ad of a merchant who quoted texts from the Bible, with business comments on each text. Since then we have received several letters from merchants who want to know whether we consider such advertising good advertising. Apropos of the same question, we have received a communication from Mr. E. H. Wilcox, who writes the ads of the Iver Johnson Arms & Cycle Co., of Fitchburg, Mass., calling our attention to the vigorously adverse criticisms of one of our advertising contemporaries upon a bicycle ad which he recently published in the magazines. The ad in question commenced in this way:

"WHO HATH WOE?

WHO HATH SORROW?

WHO HATH MUCH WRATH?

"Verily he who owneth a High-Grade Bicycle which costeth him \$50 and 10 per cent off for cash.

"For behold it breaketh and casteth him into the dust. Yea, even into the mire, and costeth in the end many pieces of gold."

The writer of the criticism said that while not a religious man himself, he respected "every man's religion, whether it consists of an absolute belief in and reverence for the Bible, or a certainty of the omnipotence of

the sun. There are millions of people in America who hold the Bible sacred, and even those who do not can certainly have nothing but contempt for the man who will hold it up to ridicule for the sake of making a few dollars on a bicycle. Humor is a bad thing to put into advertising, at the best; but sacrilegious humor is absolutely abominable."

Mr. Wilcox strongly disclaims any sacrilegious intent, and does not believe that there is anything sacrilegious about it. "I cannot, for the life of me, understand," he writes, "why the form of wording used in the copy quoted should be considered Biblical any more than it should be considered Chaucerian; that it is not ordinary American, nor yet Bowery English, there is no doubt; yet I have never heard the Quakers criticised because they used an Eastern form of salutation or found it convenient to employ 'Who-so,' 'Thou,' or 'Whither dost thou go?' in their business transactions, yet the Quaker 'hath' much credit for business shrewdness. If my critic will read the 'Talmud,' the 'Koran,' 'The Arabian Nights,' or even early English, he may perhaps discover that King James and his councilors had no particular cinch on 'How-be-it,' or, for that matter, on 'Who hath woe.' The advertisement may be a poor one, I cannot gainsay that; but it is not sacrilegious nor is it Biblical any more than it is Vedic or Zoroastrian."

Mr. Wilcox further states that he knows this ad brought much business, of which we have no doubt, although that fact has but little bearing on the main question at issue. Since Mr. Wilcox asks our opinion in regard to the matter, we will say that in the writing of ads much thought should be given to the class of people whom it will reach. We would strongly disapprove the "Who Hath Woe?" ad in a rural weekly paper reaching only a class of people which knows nothing about Eastern forms of expression nor early English, and which would undoubtedly consider such an ad an irreverent parody on the Scriptures. But the ad in question went to an entirely different class. It was published in the high-class magazines and thus came before people who are presumably entirely conversant with such matters, and it is hardly conceivable that it gave offense to any one whose reading has extended beyond the Bible and the *Weekly Bassoo*. We do not believe that it occurred to one person in a thousand who read this ad that there was anything sacrilegious about it. We do not believe, though, in ads which quote or parody the Bible. Such ads are in bad taste from the most lenient point of view, and are bound to offend many people who believe that the words of the Scriptures should not be used except for religious purposes.

I am not sure that this matter is worth the space it occupies in PRINTERS' INK, but these offensive ads are really of quite frequent occurrence, and so I may be pardoned for giving this particular one the attention which the general class of such ads deserves.

It worried me to be told that I didn't know anything about the Bible, so after much inquiry and research I found that the 29th and 30th verses of the 23d Chapter of Proverbs are as follows:

29. Who hath woe? Who hath sorrow?  
Who hath contentions? Who hath babbling?

Who hath wounds without cause? Who hath redness of eyes?  
30. They that tarry long at the wine.  
They that seek mixed wines.

The ad in question was close enough to the Biblical quotation to make me remember the quotation when I saw the ad.

The gentleman who called on me in reference to the matter told me that he was a member of the Y. M. C. A. and had given the Bible much study. He seemed to feel that the ad was all right, and so it would seem that I, who am not a religious man at all, have greater respect for the Bible than a man who is religious. Perhaps that means that this advertisement would not be offensive to other people.

The man of *Brains* makes a distinction between what is proper in an ad that is to go into a rural weekly paper and one which is to go into a high-class magazine, and he presumes that these two publications reach entirely different classes of people. I don't believe this is true. I believe the high class magazine circulates to a very considerable extent among the same people who get the rural weekly paper.

Another point is, it seems to me, that if the readers of a high-class magazine were more refined and sensitive than the readers of the rural weekly, that this would be an additional reason why the advertisements that were placed before them should contain nothing that might by any possibility be offensive. The argument generally advanced is that the advertisement in the rural weekly may be much freer and undignified than the ad that goes into the high-class magazine.

\*\*

I give the following matter for whatever it may be worth. It may have a bearing on the troublous substitution problem, and it may not:

719 Cass St.,  
MILWAUKEE, Wis., April 6, 1896. {  
*Mr. Bates:*

I read regularly your weekly talk in "PRINTERS' INK Criticism Department," and would like to say a warning word to such medicine makers as Hood, Ayer, Pierce & Co.

Being a traveling drug salesman of seven years' experience in the Northwest, I speak "by the card" when I state that the recent advance in price of Paine's Celery Compound from \$8 to \$8.75 per dozen is one more instance of putting an additional "straw on the camel's hump."

Retail druggists out this way are up in arms against it, and, considering it a pill of gall, propose to swallow it not.

Wisconsin druggists are endeavoring to down it by "substitution," by pushing other

"celery compounds" and by belittling the remedy itself.

However much he may advertise, it seems to me no manufacturer can afford to antagonize the dealer who handles his wares, particularly when that dealer is often in position to sell the consumer "something else."

The writer believes in advertising, but also believes that advertisers may overestimate their ability to force druggists to sell any article at a less proportional profit than they make on other preparations of its class.  
Yours truly,

S. M. CROMBIE.

### \*\*\* RETAIL ADVERTISING.

PORTLAND, Conn., Dec. 20, 1895.  
*Chas. Austin Bates, care "Printers' Ink,"  
New York City:*

DEAR SIR—I am interested in advertising advertising, for this is the kind of goods I sell, both in space in my publications as well as in the form of attractive booklets, circulars, catalogues, etc. I inclose herewith clippings from my local papers showing my recent advertisements. I also inclose several samples of some recent devices in the book-keeping department in way of collections, securing orders, etc. I send these for the sake of criticism, desiring criticism for the sake of making them better in the future.

In your department it seems to me that some suggestions to printers and publishers for advertising their goods, would be cordially welcome. By dealing in advertising devices there is an advertisement, but my observations have taught me that most of these dealers in publicity do not practice what they preach. The average printer or publisher does not spend as much downright money in advertising as does his average patron spend with him. Now why is this? I thoroughly believe in the efficacy of advertising whether it applies to my goods or to John Smith in disposing of flour and cloth.

Yours respectfully,

E. F. BIGELOW.

I believe as a matter of fact that very few printers believe in advertising. As a matter of fact, very few advertising men believe in advertising. They all think it is a good thing for the other fellow, but not for themselves. When it comes down to giving up money for advertising, they wish to be excused. The number of advertising men who really have confidence in advertising is comparatively small. Newspaper publishers are the ones of all others who ought to believe in advertising, and who ought to advertise, and yet they are the hardest people in the world to interest in an advertising proposition. Printers who really advertise are few and far between. Of course, the job department of a country weekly is always advertised. That is to say, some space in the paper is devoted to announcing that "Job printing is done at this office." Generally this advertisement is poorly displayed and, of course, it doesn't cost anything. I know from experience that it pays to advertise a printing business, but I also

know from experience that it is extremely hard for a printer to make up his mind to advertise, and to find the money wherewith to do it. Most printers do not charge enough for their work. Most of them don't know what it costs to produce the work that they sell and so in making an estimate, they merely guess at the price. One of the best regulated printing offices I know of ran through the month of January with more business than they had ever had before, and found at the end of the month that they had lost \$350. The printing offices of the country are continually running at a loss. The printer who is running his shop by guess couldn't save himself by advertising.

Most of the advertising sent me by Mr. Bigelow is clipped from newspapers. I doubt very much if the printing business can be profitably advertised in the newspapers. There is too much waste circulation. In a town where there are 5,000 business men, there may be a paper with 25,000 or 30,000 circulation. After the printer has paid for this 25,000 or 30,000 circulation, he has no reasonable assurance that he is going to reach the 5,000 men he wants to reach. The printer is one of the few people who ought not to advertise in the daily or weekly newspapers. He ought to get his business by circulars, booklets, cards, etc. One advantage which the circular has over the newspaper ad is that it is in itself a sample of the printer's work. If it is well done, it will surely impress its recipient. The best way I know of for the average printer to advertise is to make up a lot of samples of any particular kind of printed matter, and send them out with a definite price. If the price is reasonably low, and the work reasonably good, orders will result, and if they are properly attended to plenty of trade will ensue.

\*\*\*

Here is a real estate ad that would be most excellent if it were not for the horrible head-line. The writer tells me that the ad sold the house in question, but I believe that it surely offended a great many people and so had a bad effect on the business of the advertiser, even though this one sale were made by it. When advertisers learn that it is not necessary to be so startling, or smart, or funny, advertising will be better and more profitable. The object of an advertisement is to tell

people what you have for sale and how good it is. The more plainly and concisely this information can be conveyed, the better will the advertisement be. Leaving the head-line out, this is one of the best real estate ads I ever saw, because it tells about all there is to know about this particular house. The ad is well displayed, and if the effort to be smart were left out, it would be about perfect.

## A Frozen Baby

Would be an impossibility in that house we want to sell this week.

### BECAUSE

- The house is warm ;
- It has steam heat ;
- It has storm doors ;
- It has storm windows ;
- It is built right—

In short, it is just such a house as a good man would like to own and where he would be proud to invite his friends—every room in the house is warm—no stoves to put up in the fall or to take down in the summer—no ashes to carry and no dust to cover your furniture.

There are eight rooms, bath, sewer, city water, sidewalks—everything complete, and it only takes \$1,000 cash to handle it; the price depends on the amount of land you want with the house. You can have a frontage of either 50 feet, 75 feet or 125 feet on Chestnut street, by 140 feet deep—and it's only five minutes walk from the post-office.

If you want a cheaper place we think we can suit you. There is that 8-room house on Walnut street, only about four blocks from the Grand Forks college and the Belmont school, well built and warm, and is offered at a snap figure just now—and on easy terms—monthly payments, if you want them.

If you want a home, or expect to ever want one, take advantage of the present conditions—you will never have the opportunity to get so much choice property for as little money as at the present time. When you see it in our ads it's so.

E. J. LANDER & CO.

\* \* \*

E. Catesby & Sons, Tottenham Court Road, London, England, advertise very much on the American plan. They must give the conservative old English advertisers several sorts of sensations. Their advertising is exceedingly well done. The latest example of it that I have seen is a little booklet, entitled "Book of Trust," which describes the Catesbys' "higher system of furnishing." In other words, furniture on the instalment plan. Each page in this little book would make the groundwork for a good ad, and the collection of pages makes a

first-rate booklet for a credit furniture dealer.

## BOOK OF TRUST.

Page 1.

Drop in and see us—bring your family—bring your friends—all we have is yours—we'll trust you as we would a millionaire—we have confidence in you—we prove our confidence by offering you anything we sell for a nominal deposit, and terms as you want them.

Page 2.

Thank you—we don't want any security—your respectability is guarantee enough for us—there's something the matter with the store that's afraid of everybody. We treat you so well that you'll treat us the same as we treat you. We do by you as we would have you do by us. Good wishes and respectability are worth more than bonds; for bonds may not be good; but goodness never loses goodness.

Page 3.

Prices at hard sub-cellars, can't be lower—we buy so much, and pay so promptly, that everybody sells us lower than they sell to most anybody. Our gain is your gain.

Page 4.

We guarantee everything—make your selection before paying any cash—we promise to satisfy—you know when you buy of us that you receive just exactly what we say it is.

Page 5.

Don't wait until you have the money—be comfortable now—Don't buy more than you can afford to pay for—Don't have a cheerful home just because ready money isn't ready—Nobody knows you get trusted, except us—We never speak of it—You have no unpleasant references to give—no security—we take your word—you take the goods.

Page 6.

Remember that you get just the same goods—just as good goods—just as much courtesy—just as much promptness—as those who pay down the hard cash—we treat everybody alike.

Page 7.

Call any way, call if you don't want to buy—make your shopping headquarters with us—meet your friends in our store—nobody will ask you to buy anything—feel as free with us as though you owned us.

\* \* \*

## READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

*For Dry Goods.*

## You Have Not Forgotten

the fine line of Dress Goods we had last spring. We are here again with a nicer line of Dress Goods, and the nice part, cheaper, too. We have a fine line of Plaids from

15 CENTS UP.

I think it will pay you to see our Dress Goods. You can save money.

*For Wall Paper.*

## Are You Going to Paper?

That's the question. If you are, don't fail to look over our mammoth stock before you buy. We have the goods in stock now; we have the line, we have the prices, we have the best goods money will buy, and last, but not least, we are the people to buy of, because we have all the new styles. Give us a call.

*For Candy—(By Frank T. Lawrence).*

## Molasses Chews

**I**s the name given to a new piece of goods something like a caramel which we are now offering to the lovers of fine confectionery—they are delicious and will soon be

### In Everybody's Mouth.

Every piece wrapped in printed wax paper and put up in pails holding 15 pounds, at \$1.95 per pail. Order a supply at once.

*For a Confectioner—(By F. T. Lawrence).*

## A Cold Day

Would be unexpected in July, but in current slang, "it's a cold day" when we don't have the BEST

### Oranges Lemons and Confectionery

In market. Our aim, to supply first-class goods only, amounts almost to a fad, but it strikes a responsive chord among the people who think more of quality than of price.

*For any Business—(By Frank T. Lawrence).*

## WE DO NOT PRETEND

to be leaders in making low prices, but we challenge a comparison of our goods with those sold by any competitor, feeling confident that the verdict for quality and finish will be decidedly favorable to us.

*For Clothing—(By Rogers, Peet & Co.).*

A so-called advantage in going to a custom tailor is credit—long credit, six months, a year.

He has to give something in return for the large prices demanded.

If that's what you want, you can't buy our clothes, but we give everything else he gives; and more—your money back if you want it.

Our spring stock is ready.

*For Pianos—(By E. French).*

*If your organ or piano is worn, or if tired of it*

## SWAP WITH US

for a beautiful new *Upright Piano* and pay the difference about when you like. If you have hay or grain, you can pay part with that.

We have been buying pianos cheaper and better than ever before. The one at \$675 costs \$300 to \$325 elsewhere, and we can prove it to you. We sell famous makes only, makes known to everybody as reliable—and money back if wanted. Anything bought of us can be returned if not just to your taste.

Better send for our catalogue, anyhow. Remember our name.

*For any Business—(By Frank T. Lawrence).*

## A Sure Thing

**i**s what the average woman is looking for. When she buys goods she wants the fact of high quality to be a "sure thing." In buying our goods you take no chances—they are well and favorably known, and while not always the lowest in price, they are ever of standard quality and always satisfactory.

*For a Grocer—(By Frank T. Lawrence).*

## TWINS.

**PURITY and QUALITY** are the twin characteristics of our groceries.

### They Please and Satisfy.

*For a Druggist—(By C. R. Miller).*

## Are You Looking For a Brush?

Not with England—but a hair brush, tooth brush, clothes brush, or a silver-polishing brush. I have a good all-bristle hair brush for 25 cents. Tooth brushes from 5 cents up.

*For Dry Goods—(By Gimbel Brothers).*

## OUR GOODS

**O**F ALL SORTS ARE RIGHT FOR THEIR SORTS;

some fine, some coarse, some pretty, some not, however you want them. Every thing warranted. Bring it back if you'd rather have your money. All our strength and wit shall be used to facilitate trade.

Everybody entitled to credit shall have it; monthly account. It is better than cash to both sides, because it is handier.

# X Rays

have opened up to science and the commercial world a new field, the practical benefits of which have yet to be demonstrated. In this respect the

# Dayton

Morning Times  
Evening News

are in advance of the new discovery, as they have proven their worth to the satisfaction of leading advertisers.

They are the most profitable mediums through which to reach the homes of the city and suburbs. We have space to sell in these papers, the proper use of which will bring

# \$ Rays

to the advertiser

# 14,000

DAILY  
COMBINED  
CIRCULATION

For information as to any proposed line of advertising, address

38 Park Row  
NEW YORK

H. D. La Coste

Eastern  
Manager



The advertiser who seeks the patronage of the 3,000,000 people in and around Kansas City will fail to secure the full measure of success unless his list includes **THE KANSAS CITY WORLD**.

# THE KANSAS CITY **WORLD**

IT HAS THE READERS  
IT HAS THE STANDING  
IT HAS THE INFLUENCE

## **THE WORLD, Kansas City**



L. V. ASHBAUGH, Manager

*etc. etc.*

A. FRANK RICHARDSON

New York

Chicago

	The Ev- En- Ing Times	The Ev- En- Ing Times	The Ev- En- Ing Times	
The Ev- En- Ing Times	<b>Only One Peoria</b>			The Ev- En- Ing Times
The Ev- En- Ing Times	and in that Peoria there's only one penny paper. It's			The Ev- En- Ing Times
The Ev- En- Ing Times	<b>THE PEORIA EVENING TIMES</b>			The Ev- En- Ing Times
The Ev- En- Ing Times	<b>WHY SHOULD...? YOU USE IT?</b>			The Ev- En- Ing Times
The Ev- En- Ing Times	<b>NOTE</b>  Official paper of city. Read by the masses. Read by all classes. Covers Central Illinois. Gives news while it's news.			The Ev- En- Ing Times
The Ev- En- Ing Times	<b>USE IT AND YOU PROFIT OMIT IT AND YOU LOSE</b>			The Ev- En- Ing Times
The Ev- En- Ing Times	For figures, address . . . . .			The Ev- En- Ing Times
The Ev- En- Ing Times	<b>THE EVENING TIMES,</b> <b>PHILLIP RITTER,</b> <b>Eastern Representative,</b> <b>150 NASSAU STREET, NEW YORK.</b>			The Ev- En- Ing Times
	The Ev- En- Ing Times	The Ev- En- Ing Times	The Ev- En- Ing Times	

Do You Want  
Chicago Money?

The  
Chicago  
Dispatch

There is

Plenty of It

You Can Get It

if you can attract the  
attention of the masses to what you  
have to sell, and you can

Reach the Masses

through the columns of

The Chicago Dispatch

Circulation  
over...

65,000

Copies  
daily

Eastern Office                      Home Office  
517 TEMPLE COURT                115-117 FIFTH AVENUE  
NEW YORK                            CHICAGO

...The

# Cleveland World

Ohio's Republican Newspaper  
Cleveland's Live Daily

## *A Good Year's Showing.*

During the Year 1895 THE  
WORLD Printed

**926**

More Columns of Display  
Advertising than during the  
year 1894.



The advertiser who desires to have audience with the well-to-do people of the City of Cleveland and the State of Ohio through the medium of a newspaper will certainly be wise if he selects **The Cleveland World** for his advocate. There's security for any advertiser who is using THE WORLD in the fact that his representation is thorough—he has the fullest assurance of receiving complete value for every dollar expended.

## *They Believe in The World.*

That THE WORLD is appreciated by the merchants of Cleveland the following attests. Columns of advertisements, December 22, 1895:

**World, - - - 84**

**Leader, - - - 51**

**Plain Dealer, - 52**



## **The World Is Humming**

because it publishes More News, More Stories, Brighter Editorials, More Special Features, and is Smarter, More Original, Accurate and Reliable than any other newspaper in Cleveland.

**Daily, - - One Cent  
8 to 12 Pages.**

**Sunday, - Three Cents  
24 to 28 Pages.**

**THE PLAIN TRUTH TELLS.**

**WE TELL THE PLAIN TRUTH.**

**The S. C. Beckwith Special Agency,**

**Sole Agents Foreign Advertising,**

**The Rookery, CHICAGO.**

**Tribune Building, NEW YORK**

Do you want

to reach the householders of

## The National Capital?

If so, use the advertising columns of

## The Washington Evening Star



The Star is the one favorite family newspaper of that place. It is delivered regularly, by carriers, to

—96 $\frac{2}{3}$ —

per cent of all the houses in the city occupied by white persons ; and, considering the extent and superior quality of its circulation, its advertising rates are as low as those of any paper in the United States.



New York Representative,

L. R. HAMERSLY,

49 Potter Building.

# Best liked

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## where best known.

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New York City has less than 2,000,000 inhabitants. The whole country has more than 60,000,000. Therefore, if New York City bought inks of me in the same proportion that the rest of the country does, my New York City sales would be less than one-thirtieth of my total sales, but, as a matter of fact, my New York City sales are now more than one-sixth of my total sales. This goes to show that my trade is best where I am best known, and that I get most customers at the point where buyers have best facilities for comparing what they get of me with what they obtain from other dealers. No one undertakes nowadays to claim to make a better ink than I do, but my competitors rely upon giving credit as an inducement for thoughtless people to pay them from two to five times the prices I demand. My inks are all warranted, and if a customer is not satisfied, I am always ready to buy them back again.



**....GIVE ME A TRIAL....**

ADDRESS

**PRINTERS' INK JONSON, No. 8 Spruce St., New York.**

# Carriage Paid.

Add 15 cents for express charges and I will deliver a quarter-pound can at any point from Calais, Maine, Key West, Florida, Brownsville, Texas, San Diego, California, Whatcom, Washington, or Sitka in Alaska. For four  $\frac{1}{4}$ -lb. cans in a box, send twenty-five cents extra. For a dozen  $\frac{1}{4}$ -lb. cans, send seventy-five cents extra if you want the express charges prepaid.

The schedule freight rates, per 100 pounds, to the principal points are as follows:

Philadelphia, Pa., - - -	18c	Nashville, Tenn., - - -	78c
Buffalo, N. Y., - - -	33c	Memphis, Tenn., - - -	85c
Pittsburg, Pa., - - -	39c	New Orleans, La., - - -	98c
Cleveland, Ohio, - - -	46c	Mobile, Ala., - - -	98c
Cincinnati, Ohio, - - -	57c	St. Paul, Minn., - - -	\$1 05
Chicago, Ill., - - -	65c	Kansas City, Mo., - - -	1 25
Louisville, Ky., - - -	65c	Denver, Colo., - - -	2 20
St. Louis, Mo., - - -	75c	San Francisco, Cal., - - -	2 84
By water route to Savannah, Ga., - - - -		28 cents	
By water route to Galveston, Tex., - - - -		65 cents	
By water and rail to Atlanta, Ga., - - - -		73 cents	

In settling freight charges less than a hundred pounds is counted the same as a full hundred. Additional pounds above one hundred are charged pro rata. A hundred pounds of ink in a keg weigh 116 pounds, so one-sixth should be added to the figures named for a hundred pounds. Freight will be prepaid by me when a customer sends in the money for the purpose.

## Inks By Mail.

Printing inks are classified as liquids, and must be packed in mailing cases to be approved by the postal authorities (not holding over 4 ounces). Add 15 cents for each  $\frac{1}{4}$  lb. can if desired by mail.

Address all orders with the cash to

**PRINTERS INK JONSON, 8 Spruce St., New York.**

# Mr. Publisher

If you happen to have something you wish to say to advertisers just now, you can send out a thousand postal cards for \$10.00, if you don't count as anything the labor of addressing them or printing them. You can send ten thousand such cards for \$100, if you take no account of the cost and bother of getting the list of names, doing the printing and addressing and seeing to the mailing.

## For \$100

you can put a page advertisement in PRINTERS' INK. PRINTERS' INK goes weekly to more than twenty-five thousand persons interested in advertising. If you insert a page advertisement in PRINTERS' INK you will have no trouble whatever, no labor to perform—just send the copy and send a check—one envelope and one stamp will bring them both if you feel economical. It is as easy as rolling off a log and it is cheaper than dirt. Now is the particular time for addressing advertisers. Pretty soon summer will be here and then it will be too late.

Address your order

**PRINTERS' INK, 10 Spruce St., New York.**

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Do not for a moment allow yourself to suppose that it will pay to advertise in PRINTERS' INK unless there is something to be said in favor of your paper that cannot be just as truly said of the common run of papers all over. People who read PRINTERS' INK expect to be told about papers that are way up above the ordinary. Papers that are just common every-day affairs should continue to use postal cards and circulars.

# OUR TEAPOT

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## IT IS SOLID SILVER--STERLING.

What is it for?

We will tell you. This is it. In every issue of PRINTERS' INK there appear a good many pretty poor ads and a few good ones.

The good ones bring profit to the advertiser and cause his face to be wreathed with smiles.

The poor ads cost just as much, but produce less result, and induce a loss of faith in the value of advertising.

This is all wrong!

We want more good advertisements.

The way to make a good advertisement is to try to make a good one—try hard.

To encourage good advertisements, we will, early in May, send this Solid Silver Teapot to the advertiser who has the best advertisement in PRINTERS' INK during the month of April.

Early in June, another PRINTERS' INK Teapot will be sent to the advertiser who has the best advertisement during May.

In July another. In August another, and so on.



**THE PRINTERS' INK TEAPOT.**

April, 1896.

We invite our readers to scan the advertisements, select the best and fill out the voting coupon, and send it in—addressed to PRINTERS' INK.

As a reward to the voters we will give a coupon good for a year's subscription to PRINTERS' INK to each voter who happens to vote for the advertisement that is deemed the best.

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### VOTING COUPON.

In the opinion of the undersigned, the best, that is the most effective, advertisement in PRINTERS' INK, issue of April 8th, is that of \_\_\_\_\_

---

appearing on page \_\_\_\_\_

Name of voter \_\_\_\_\_

Address of voter \_\_\_\_\_

April \_\_\_\_\_ Date. \_\_\_\_\_

Voting Coupons, properly filled, should be addressed simply

**PRINTERS' INK, 10 Spruce St., New York.**

A subscriber who happens to be unwilling to mutilate his copy of PRINTERS' INK by cutting out the coupon may express his preference by letter or postal card. Either will answer the purpose.



Lift  
Your  
Banner  
High.

If you want  
your advertise-  
ment in a first-  
class magazine,  
which is read  
by at least a  
million first-  
class buyers,  
from whom  
you will get  
first-class re-  
turns, put it in  
the

## Ladies' Home Companion

A Monthly Magazine.  
Guaranteed Circulation

220,000 Copies Each Issue.

.....  
MAST, CROWELL & KIRKPATRICK, Publishers,  
Springfield, Ohio.

EASTERN OFFICE:  
TIMES BUILDING, NEW YORK CITY.  
(Joseph W. Kennedy).  
WESTERN OFFICE:  
MONADNOCK BLOCK, CHICAGO, ILL.  
(C. Heber Turner).



**There  
Can  
Be  
No  
Doubt  
About  
It!**

That the Advertising  
In the

# Brooklyn "L"

Cars is unapproachable.  
There is nothing to equal  
it. It gives the greatest  
display and most satisfac-  
tory results



For Folder, Rates, etc., address

**George Kissam & Co.,**

35 Sands Street, Brooklyn.  
253 Broadway, N. Y.



## A great many Advertisers

are self-debating  
on which  
medium  
to use in  
'96.

Those of experience utilize only mediums of known merit—the times demand it, so magazines, newspapers and

## • • • Street Cars

command most of their attention. STREET CAR ADVERTISING (as shown in the illustration) speaks for itself. The display is practically continuous, and rates are low.



Send for our List of Cities.

**GEO. KISSAM & COMPANY**

253 BROADWAY, N. Y.



# New York State

We control the  
Advertising in all  
Street Cars of

Buffalo,      Rochester,  
Amsterdam, Sing Sing,  
Albany,      Newburgh,  
Utica,

and in 104 Cars New York City,  
200 Cars Brooklyn. Service ab-  
solutely the best. Rates Lowest.



**GEO. KISSAM & CO.,**

40 North Pearl St., Albany,  
124 Kirk Bld'g, Syracuse,  
35 Sands St., Brooklyn,  
16 State St., Rochester,  
378 Main St., Buffalo,

253 Broadway, New York.



ON  
THE  
RUN



is the way to keep your competitors and hard times—you can accomplish both by a card (16x24) or a poster (30x52) on our

# BROOKLYN "L,"

because there you get display of the proper size to be effective, and the price, \$100 per month, speaks for itself. Nothing else is in it.



GEO. KISSAM & COMPANY,

35 Sands Street, Brooklyn.  
S. D. GARRETT, Manager.

# BEAUTIFUL LAUSANNE

(Switzerland.)

Is  
One  
of  
the  
Many  
Places

That  
Will  
be  
Visited  
on  
the



## Select Excursion

Personally conducted by ED. DE LA COUR,

Leaving New York by the French  
Line, JUNE 27th.

This excursion will be entirely different from those customarily sent out. It will be a big family party, devoid of any unpleasant feature, and the expense—**\$575.00 for 73 days.** Everything first class. Requires no comment.

For programme, information, etc., apply to or address

**Ed. De La Cour,**

Postal Telegraph Building,

Main Floor,

253 BROADWAY, N. Y.



## THE IRON IS HOT

Business is going to boom.  
Everything points to plethoric  
prosperity. Money-making  
opportunities were never so  
good.

The iron of opportunity is hot.  
Somebody will hit it.  
You or your competitors ?  
Which shall it be ?

**THE GEO. P. ROWELL ADVERTISING CO.,**

10 Spruce Street, New York.

*Advertises Anything, Anywhere, Any Time.*